



You have a balance of \$17.06
[Click here](#) to make a payment

Text-to-Pay Guide



What Is Text-to-Pay?

Text-to-Pay simplifies the process of notifying patients about outstanding balances and provides a convenient way for them to make payments online.

This patient payment solution utilizes SMS to direct patients to your dedicated **Balance Collect** (online payment) portal to pay their balances.

It's a straightforward and efficient process! Practices collect patients' cell phone numbers, enabling revenue cycle teams to send text messages notifying patients of their balance due. Patients then effortlessly tap the link in the text notification to complete their payment directly from their mobile devices.



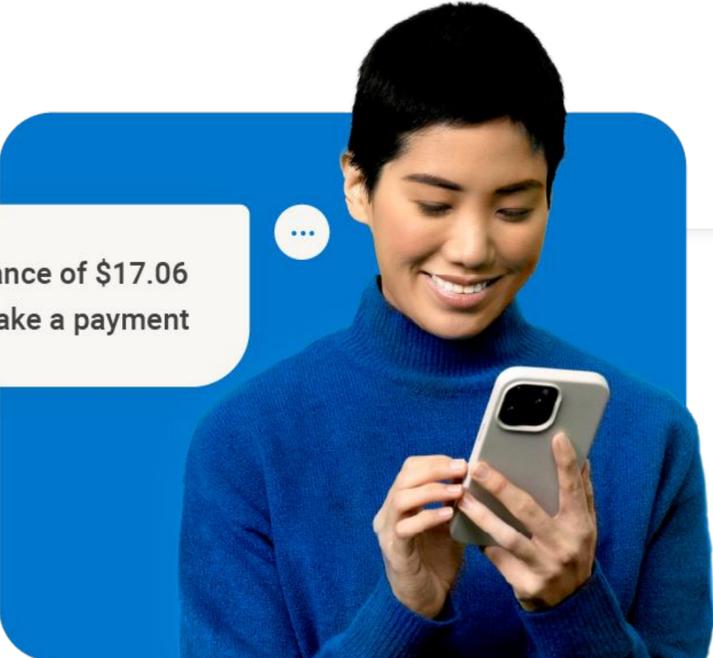
The Practice Management Bridge Difference

Unlike many Text-to-Pay solutions that lead patients to a portal or app requiring login credentials, ours eliminates this friction. There's no app to download or login required; patients simply tap the SMS link and make their payment effortlessly.



We were using a different vendor and our patient A/R levels were rising. When we implemented Text-to-Pay [within Practice Management Bridge], our A/R went from \$8 million to below \$3 million in a little over 18 months.

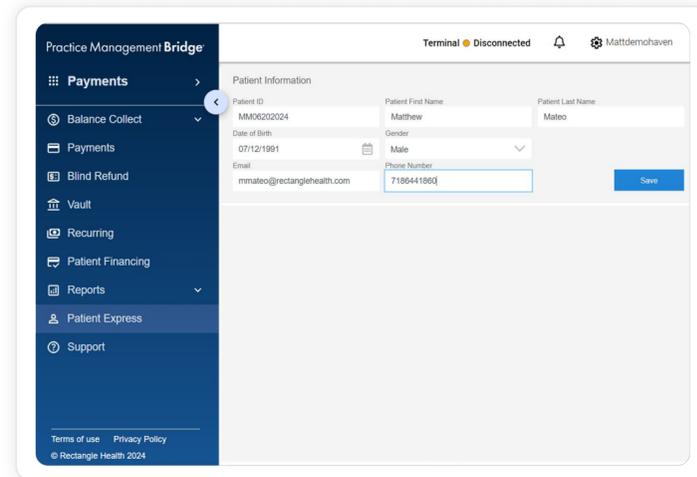
Donna Ramadan,
VP of Revenue Cycle and Compliance,
Great Lakes Dental Partners

A woman with short dark hair, wearing a blue turtleneck sweater, is smiling and looking at her smartphone. The background is a solid blue color.

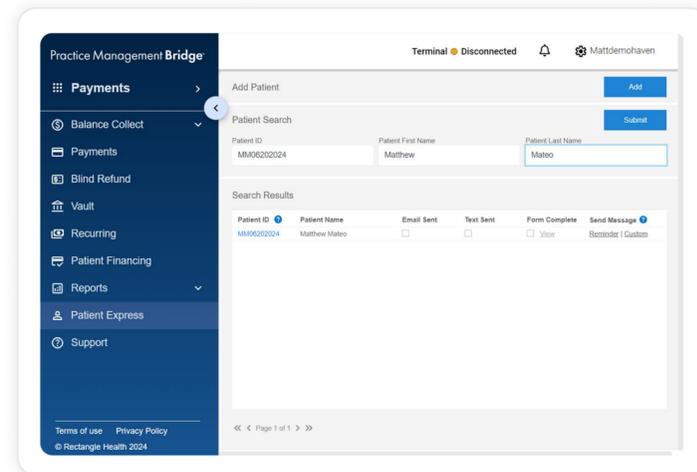
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Creating and Sending Text-to-Pay Messages in Bridge Payments

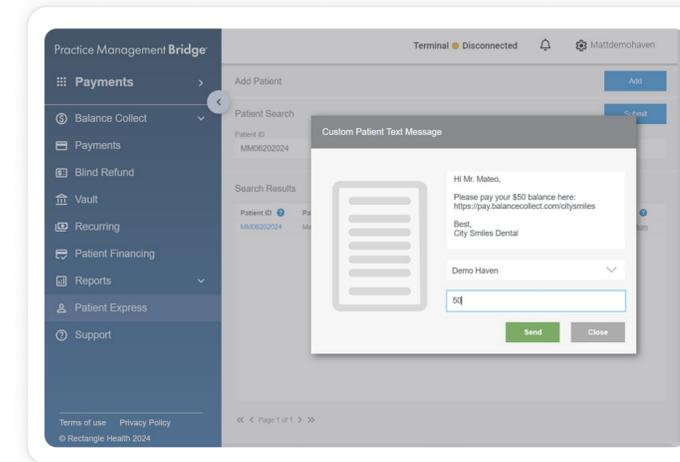
1. Start by clicking **ADD** in **Patient Express** and enter basic demographic data for your patient, including their name and phone number.



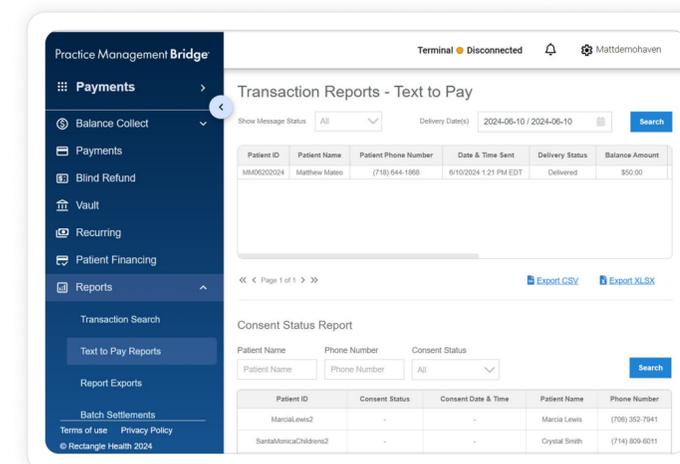
2. After creating the account, search for the patient using their name or patient ID within **Patient Express**.



3. In the search results, click the **Custom** button in the **Send Message** column to compose the Text-to-Pay message.



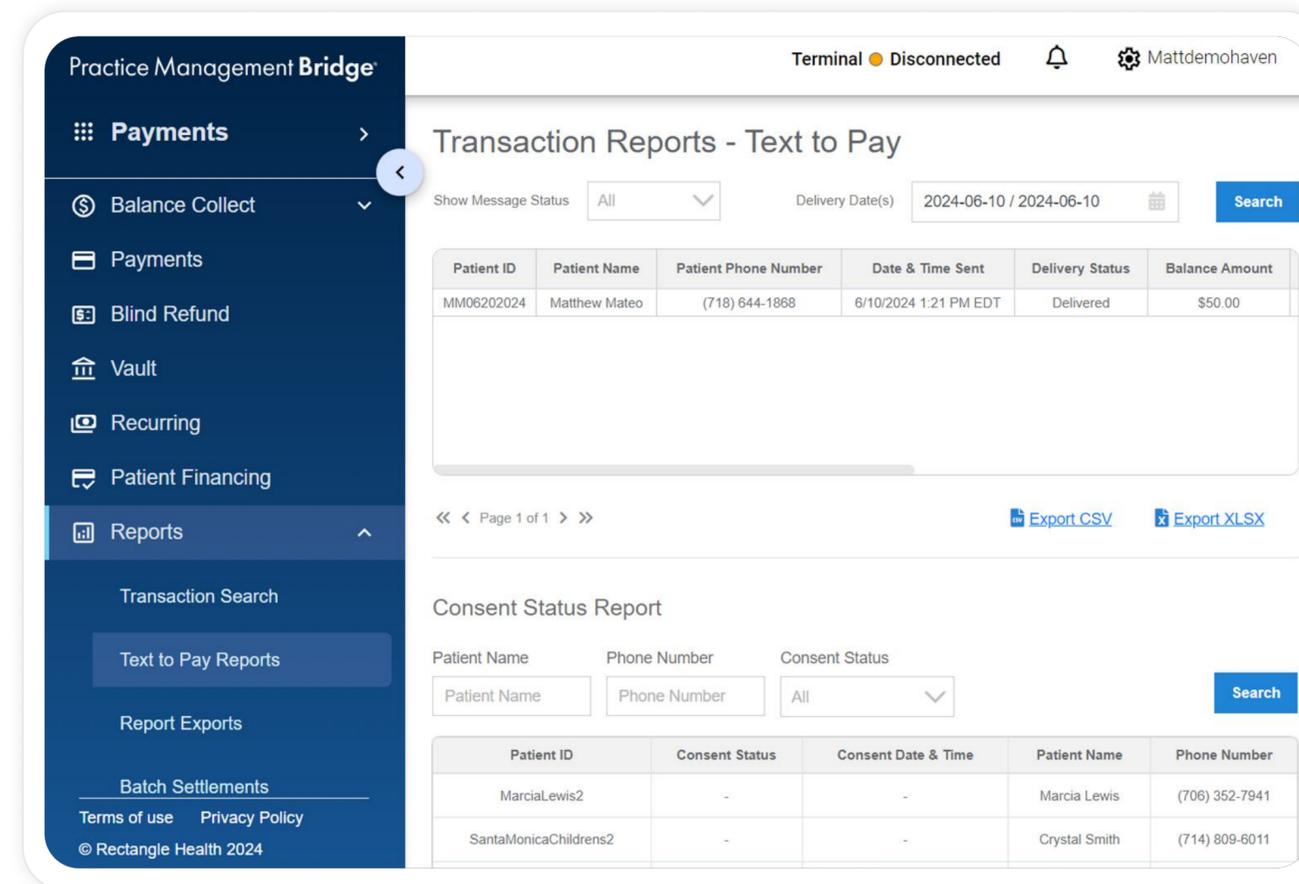
4. Enter a personalized or templated message to send to the patient, select the payment location (if more than one), input the amount due, and then click **Send**.



Tracking and Posting Text-to-Pay Payments

Utilize the **Text-to-Pay Reports** feature within **Reports** to monitor:

- + Date and time the message was sent
- + Date and time the text was opened
- + Text delivery status
- + Balance amount
- + Balance paid



Posting Text-to-Pay payments to your practice management system is simple: with the patient ledger open in the background, open **Transaction Details** and click **Post**. See the FAQ for more details.

Benefits of Text-to-Pay for Patients and Providers

Text-to-Pay is a streamlined solution that complements billing software while leveraging the technology that

97% of Americans have in their pockets.

This mutually beneficial feature requires minimal effort from providers while eliminating patient confusion and barriers.

Research also shows that using SMS for medical bills increases payment rates by

30%

Beyond simplifying payments, Text-to-Pay also lowers administrative costs and enhances cash flow by cutting down on call volumes and reducing paper expenses. Practices no longer need to manage the printing and mailing of paper statements or continuously call patients to collect their balances.

Impact of Text-to-Pay on Patient Satisfaction

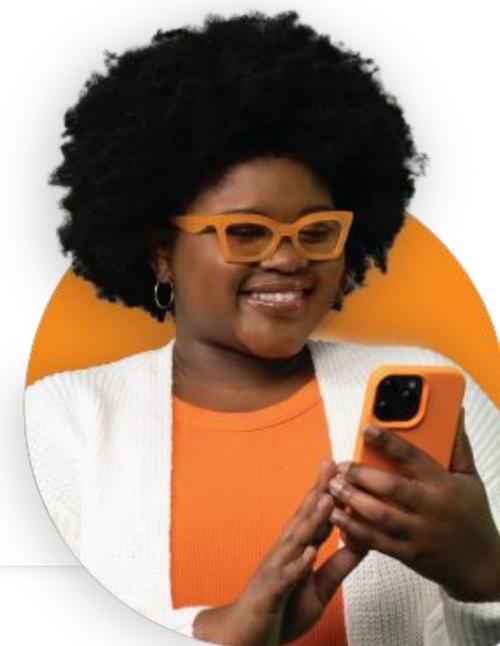
While not a line item in a balance sheet, patient satisfaction significantly influences revenue. A crucial aspect of this satisfaction is the patient payment experience.

If patients encounter difficulties or dissatisfaction during payment, they may seek alternative healthcare providers. In fact, half of healthcare consumers state that one bad digital experience can ruin their entire experience with a provider.

Today's patients are informed consumers who approach healthcare decisions much like shopping online - they compare costs, evaluate payment methods, and seek personalized experiences tailored to their preferences. One of their expectations is streamlined digital healthcare payments.

Text-to-Pay allows providers to meet patients where they are and demonstrate their attention to patient satisfaction beyond the exam room.

When patients understand their financial responsibilities and can easily fulfill payments, they are more inclined to settle their balances quickly.



Text-to-Pay vs. Traditional Patient Payment Options

Text-to-Pay is simple to use, requiring minimal effort from patients compared to the frustrating experiences often associated with traditional billing methods. These other methods typically involve multiple rounds of communication to correct errors and address patient confusion. Mailing statements is also costly, time-intensive, and often results in returns due to inaccurate patient information.

Collecting a phone number during the registration process and sending Text-to-Pay messages is considerably more straightforward and effective.

Implementing Text-to-Pay is not a major IT challenge either – this feature posts payments across all EHR, EMR, and medical billing platforms while remaining HIPAA and PCI compliant.

Your patients have a cell phone. Why send paper statements to their mailbox when a notification in their pocket is all it takes? Practice Management Bridge's proven mobile payment solutions make it easy for patients and convenient for your revenue team, delivering immediate and significant results.



[Text-to-Pay] really has been a monumental movement forward in a pretty short period of time

Donna Ramadan,
VP of Revenue Cycle and Compliance, Great Lakes Dental Partners

Traditional Billing	Text-To-Pay
Manual	✓ Automatic
Difficult to navigate	✓ User-friendly
Confusing	✓ Straightforward
Expensive (paper, call center staffing, etc.)	✓ Cost-effective
Delayed Payments	✓ Fast Payments

FAQs

1. Do I have access to Text-To-Pay in my current plan?

If you have the **Patient Express** tab available within the main menu of Bridge Payments, then you already have access to Text-to-Pay.

2. If I currently do not have access to Text-To-Pay, how do I get access?

Call or email our Customer Care team: [800-337-3630](tel:800-337-3630) or care@rectanglehealth.com.

3. How can I access the Text-To-Pay feature?

Text-to-Pay is located within Bridge Payments through the **Patient Express** tab. Once you create a patient profile, search for the patient, and then click **Custom** to create the Text-to-Pay message.

4. Can I save texts as templates to send to patients?

We suggest creating a Notepad or Word document with text templates to copy and paste into the text field box.

5. What if I have multiple locations or Doctors?

When you create a Text-to-Pay message, you will select a specific Balance Collect site from a drop-down list. Selecting the Balance Collect site for a specific location or doctor will ensure the payment is routed correctly.

6. How do I know if a patient paid?

You can track patient payments using Text-to-Pay Reports, which is located under **Reports > Text-to-Pay Reports** in the left menu of Bridge Payments.

7. Do the Text-to-Pay payments post back into the Practice Management Software?

They absolutely can. First, find the transaction within Text-To-Pay Reports or by going to **Reports > Transaction Search**. Next, click on the **TXN ID** to open the transaction details summary. Then, click **Post** while the patient ledger is open within your Practice Management software. If you need assistance with posting, contact Customer Care: [800-337-3630](tel:800-337-3630) or care@rectanglehealth.com.

References:

- + https://www.consumeraffairs.com/cell_phones/cell-phone-statistics.html
- + <https://www.linkedin.com/pulse/market-research-comparative-patient-payments-text-messaging/>
- + <https://newsroom.cigna.com/15-stats-demonstrate-rising-consumer-demand-for-digital-healthcare-experiences> Needs to be in accepted works cited format



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