



# The High Costs of Alienating A Patient

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# 4 Costs

**Future Business**



**Malpractice Suits**



**Satisfied**  
 **Unsatisfied**

**Lower Reimbursement**



**Negative Publicity**

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# Poll: Patient's Lifetime Value?

- **\$50,000.00**
- **\$100,000.00**
- **\$500,000.00**
- **\$1,000,000.00**

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		Hospital	Physician
Average Age (U.S. 2010)	36.8		
Average Years of Life Remaining @ 37 Years of Age (2006)	42		
Annual per Capita Expenditure (2011 Projected)	\$8666	\$3206	\$2166
Average Projected Lifetime Expenditure @ Age 37	\$1,369,663	\$506,775	\$342,416
Average U.S. Household Size	3.14		
<b>Projected Expenditure per Household</b>	\$4,300,742	<b>\$1,591,275</b>	<b>\$1,075,186</b>

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# Poll: How many malpractice suits?

- **None**
- **1 - 3**
- **3 - 5**
- **5+**

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# Higher Risk of Malpractice Suits

**Risk of a malpractice suit is 19% with a poor satisfaction rating!**



**Average cost to defend a malpractice suit is \$22,000.00.**

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# Reimbursement Reduction



**Impact of Value-Based Purchasing reductions in payments from Medicare could be as much as 2%.**

**Private payers and Medicaid programs expected to follow suit.**

**Physicians expected to be next.**

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# Poll: How many will they tell?

- **3**
- **7**
- **11**
- **20**

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# Free (Bad) Publicity

Unhappy consumers tell 11 people about their bad experience.  
That number can explode if other media pick it up!



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# Poll: Receive complaints?

- **Yes**
- **No**

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# Strong Links

## Billing & Collection

**A negative opinion of the financial process increases dissatisfaction with the clinical experience 40% of the time.**



## Patient Satisfaction

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# What should I do?



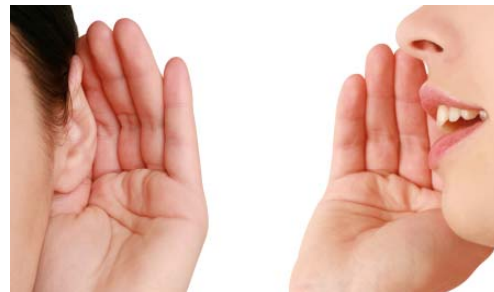
- **Step 1: Measure patient satisfaction with both clinical and business processes.**
- **Step 2: Examine every aspect of the patient billing process.**
- **Step 3: Train every non-clinical staff member on customer service.**
- **Step 4: Assess any outsourced business and its process.**
- **Step 5: Choose the right revenue collections partner.**

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# Summary



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<http://www.keybridgemed.com/resources-thought-leadership>



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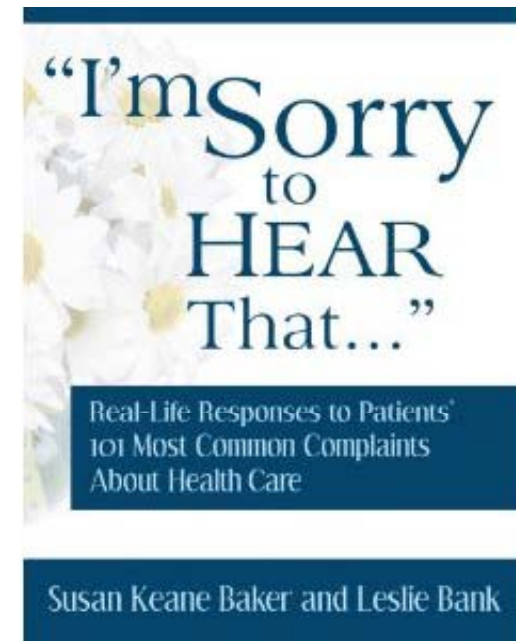
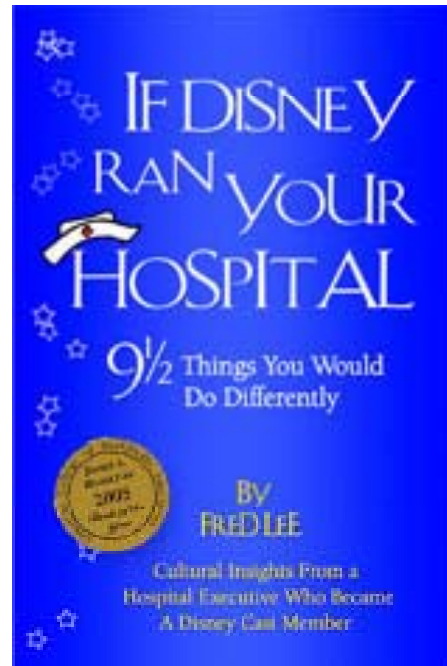
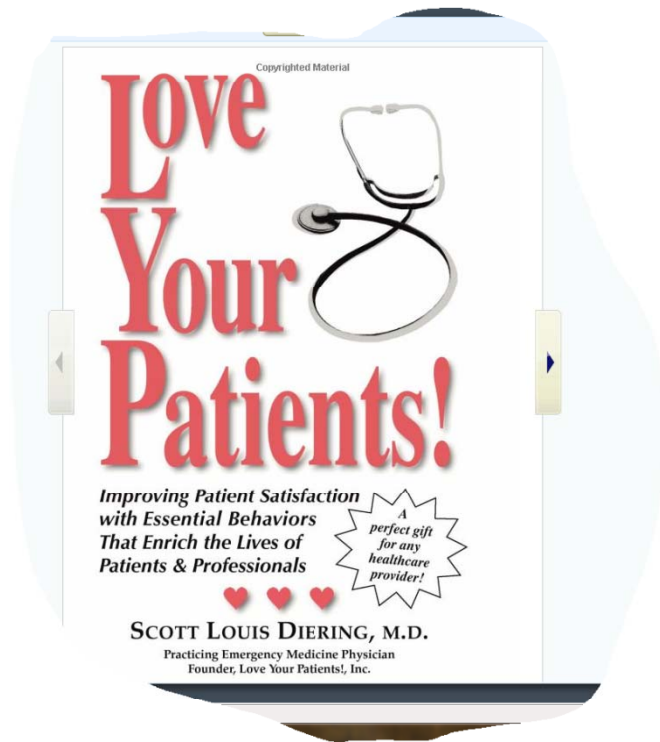
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# Suggested Reading



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