



# Outreach Optimized with AI.



## Increased Cash by 20% with Machine Learning

### THE CHALLENGE

#### Scale Patient Outreach Efforts to Increase Collections

The price of success for a growing hospital or healthcare system comes down to accelerating cash collections at scale. This, coupled with the growth of patient responsible accounts receivable, not only means more calls placed, but also more call minutes devoted to patient education. But when it comes to patient outreach, resource allocation needs to be smarter, not harder.

### THE SOLUTION

#### Identify Unwilling vs. Unable Payers

PFS Group leveraged historical data and machine learning (ML) to predict patients' likelihood to pay, as well as which combination of outreach methods and payment options should produce the highest return. These predictions allow our leaders on the call floor to allocate customer service representatives (CSR) matched to patient's needs. Additionally, artificial intelligence (AI) allows virtual agents to recognize the purpose for an incoming call and deliver relevant answers to the caller. These ML- and AI-powered processes have increased cash by over 20% for PFS Group's client partners.

### THE RESULTS

#### Put People First

PFS Group utilizes AI and ML as a tool to empower CSRs. These automation tools are able to successfully resolve rote tasks, thereby freeing human agents to focus on more complex and rewarding problem-solving.

“ There’s no machine learning model that can solve everything. In the end, it’s the humans who has to decide, but PFS narrows the gap by intelligently combining the best of both. ”

-VP Revenue Cycle, Northeast Health System

## BENEFICIARY

PFS Group operates multiple customer service centers with over 500 employees driven by our headquarters, in Houston, Texas. We manage over \$6 billion dollars in accounts receivable for large health systems each year.



### PFS Group Headquarters

2600 N. Loop West, Suite 150  
Houston, TX 77092

### Tom Woods

tom@pfsgroup.org  
(303) 868-1716

### Nick Donnelly

ntdonnelly@pfsgroup.org  
(630) 247-2311