Leveraging Technology to Reduce Patient Transaction Costs While Maximizing Patient Experience

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- Demand-Side Demographics
  - Age
  - Ethnicity
- Demand Dynamics
  - Age Related Services
  - ACA effects
  - Increasing Demand & Flat Reimbursement
- Workforce

Challenges & Opportunities
Katzen Eye Group: Technology Innovation

- Productivity gains are critical in an industry of declining fee for service reimbursement yet increasing demand for services, a true economic anomaly.
- Defies the standard laws of supply & demand

So……“What’s a mother to do”

- Strengthen bargaining position: Size Matters
- Improve Market Visibility: branding, increase market share
- Diversify to reduce risk: ASC, Retail, private pay
- Incorporate Risk Management Experience
- Address & Improve Customer Service Levels
- Expand channels of patient access
- Increase Capital: grow balance sheet
- Recruit Human Resources: increase talent pool
- Establish a Professional Management Team
- Plan to lower overhead expenses proportionately

Technology Solutions

- CRM (Solution Reach)
- Patient Reactivation (Brevium)
- E-Commerce: (MyEyeStore)
- Patient Portals: (NextMD/NextGen)
  - Bills, demos, appt request, rx refill
- MDProspects (Glacial)
- Last Minute Appt Fill (Everseat)
- Kiosk Check-in & Eligibility (ClearWave)
Enabled Devices: E-Mail & Cell Phones

CRM Appointment Reminders: Quarterly Combined

Brevium Results: Patient Reactivation
- 2010-2014
- Number of returning patients: 13,776
- Dollar Volume collected: $2,622,936
Last Minute Appointment Fill (Everseat)

- Gross Profit
- Costs

Everseat
- Last Minute Cancellations
- Post > Accept
- Fill potential lost time
- Healthcare, restaurants, salons

NextMD
- Pay Bills
- Request Appointments
- Rx Refill Request
- Records Release
- Copies of receipts
- Total Patients registered
NextMD On-Line Bill Pay

- Bill Pay
- $0.72
- $0.01

By Mail

On-Line

Kiosk Registration & Insurance Verification

- Staff/Manual
- $9.43
- $7.93
- $4.72

- Staff/Electronic
- $5.00

- Kiosk
- $0.03

Kiosk

- Check-in
- Eligibility
- Payments
- History & Demo Updates
Eyecare 2014-2020

- Regulatory Compliance & Challenges
- Payer Relevance
  - Market Share Protection
- Technology Investment
- Economies of Scale
- Vertical Integration (Vision/Medical/Surgical/ASC)
- Investment Community