



Healthcare

# Cognizant bad debt services

Technology and services work harmoniously to maximize revenue recovery

In this time of healthcare disruptions and insurance reforms, the increasing number of high-deductible health plans is placing more responsibility on patients to finance their own healthcare. As patients' payment obligations grow, so does the responsibility for care providers to collect payment. Older past due accounts are more complicated and less likely to be collected, resulting in the need to put revenue recovery measures in place.

Collaboration with an experienced revenue recovery partner can help providers effectively recoup missing payments. Cognizant delivers bad debt services that consistently drive positive results for clients. Our team works hand-in-hand with clients to collect more cash on delinquent accounts by leveraging a sophisticated AI-driven solution to identify and prioritize accounts by highest probability to pay, leading to more focused resources, and yielding the highest possible recoveries.

**Cognizant is recognized as a Leader on Everest Group's Revenue Cycle Management (RCM) Operations PEAK Matrix® Assessment**



## Technology-enabled solutions:

- Supportive technologies and patient portals that integrate with existing client systems
- Real-time voice analytics technology to detect and analyze words or phrases during patient interactions to trigger direct workflow actions

Our experienced team members understand the complexities associated with bad debt collections and work empathetically with patients to uncover potential financial assistance, establish payment plans and find billable insurance where possible. Cognizant's combination of services and technologies reduces bad debt and decreases high operating costs for clients, improving their overall bottom lines.

Cognizant can help recover maximum payments with the highest levels of security, accuracy and efficiency by:

- Maximizing revenue from patient collections through multichannel outreach campaigns including mail, voice, text/SMS and email
- Using real-time voice analytics technology to detect and analyze words or phrases during patient interactions to trigger direct workflow actions
- Engaging with patients through a customized self-service patient payment portal that can integrate with the client's electronic medical record (EMR)
- Maintaining compliance requirements and ensuring the highest level of security for patients' credit card data with Payment Card Industry (PCI) and Blueprint Quality Management System certifications.

#### Our differentiators:

- Exclusive focus on healthcare
- Over 25 years of experience in bad debt
- PCI certified IVR solution for credit card processing
- Bot eligibility scrubbing process for non-Medicaid products to identify additional eligibility
- Priority account scoring and segmentation modeling

Mounting bad debt can be overwhelming for providers, even for those who have a knowledgeable team. By partnering with Cognizant, hospitals and health systems can help lessen staff workloads by engaging with an experienced team and utilizing best-in-class technology, without additional licensing fees or technology deployment delays.

**Learn more about Cognizant Revenue Cycle Management services today.**  
Visit our website at [cognizantrcm.com](http://cognizantrcm.com).



Cognizant (Nasdaq-100: CTSH) engineers modern businesses. We help our clients modernize technology, reimagine processes and transform experiences so they can stay ahead in our fast-changing world. Together, we're improving everyday life. See how at [www.cognizant.com](http://www.cognizant.com) or follow us [@Cognizant](https://twitter.com/Cognizant).

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