



Revenue Cycle Solutions
Payment Navigation Compass

Enfranchising Staff in Point of Service Collections

Your Collections Campaign Toolkit

Step 1: Crafting a Compelling Campaign



A combination of comprehensive training and accountability measures is required to support superior front office staff performance. Patient access departments should equip staff with the necessary tools and scripting to increase point of service collections. In addition, departmental managers should ensure that front office staff members are held accountable to clear performance targets through accurate tracking of individual and departmental collections relative to goals.

To help staff hit their goals, many organizations are turning to **incentive campaigns**. But, simply having a campaign is no guarantee of success. Read on to learn how best-practice institutions design and executive top-notch campaigns.

Gather Staff Input



Involve your staff in decision making for point of service collection campaigns. Ask them to brainstorm themes or prizes that will get them excited about the campaign!

Then, have your team lead coordinate with staff to agree on the general theme. Not only will your staff feel more engaged in the process, but they'll also work harder for a campaign they care about.

Set Individual and Team Goals



Best practice institutions often set both individual and team goals. First, individual goals encourage high performers to continue to excel and motivate lower performers to improve.

Second, team goals encourage collaboration and mentoring between high and low performers, and increase general camaraderie and engagement across the department.

Remember, *one size does not fit all* – take the time to consider what type of goal is right for your organization.

Evaluate Individual Performance



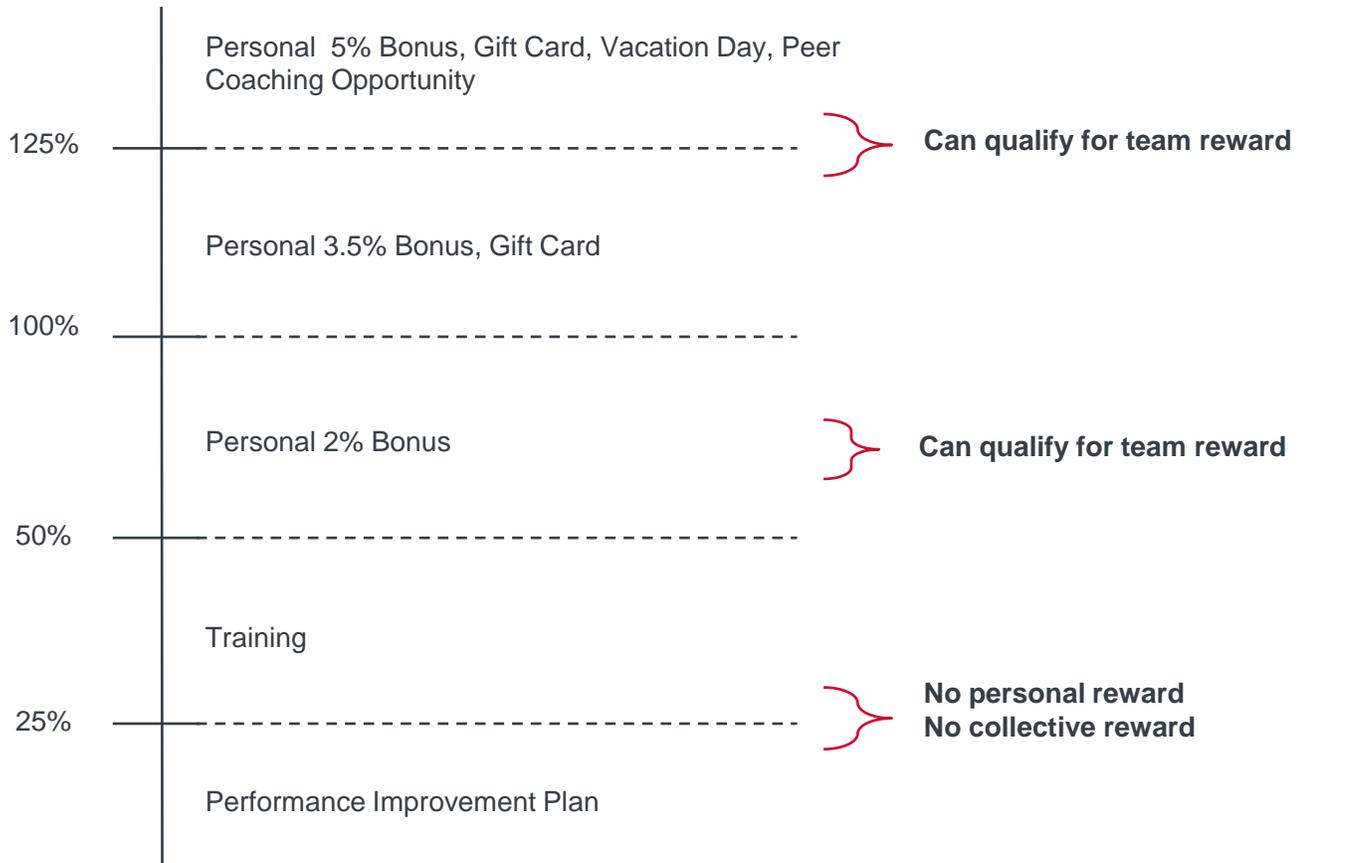
Finally, take time to review individual performance. Recognize your high collectors' accomplishments, and reward them with appropriate incentives. Don't forget to encourage them to share their best practices with fellow front office staff. And, be sure to provide additional training to those who missed their goals.

Read on for sample goals and incentive ideas...

Step 2: Defining Individual and Team Goals



Sample Individual Incentive Plan



Sample Department Incentive Plan

Group	Target	Incentive	Frequency Paid	Group or Individual
Emergency Department	\$40,000	Team Party or other	monthly	Group
-	-	-	-	-
-	-	-	-	-

Step 3: Selecting Enticing Incentives



Monetary Incentives

- Flat-rate bonus for meeting the target
Example: All employees who meet the target receive \$150
- Two levels of targets, one more easily achievable and the other a stretch goal. Bonuses are paid at a higher level for the stretch goal.
Example: Employees who reach the first target receive a bonus of \$50 for the first month attained, \$75 for the second month attained, and \$100 for each month the goal is attained thereafter. Employees who reach the second (more difficult) target receive \$100 for the first month, \$125 for the second month, and \$150 for the third month and every month thereafter.
- Percentage of salary bonus
Example: All employees who meet the target receive a bonus of 2% of their salary
- Percentage of dollars collected
Example: Employees receive 0.5% of monthly collections in excess of \$7,500



Non-Monetary Incentives

- Visual incentives, such as poster or plaques
- Casual social events
- Catered lunches or dinners for the staff
- Gift certificates and prizes
- Parking spots
- Personal growth/training opportunities
- Round of golf
- Weekend trip
- Time off/vacation days

Ready to jump start your point of service collections?

Contact **RosenbeA@advisory.com** to learn more about how Payment Navigation Compass can help you improve your point of service collections. Our Dedicated Advisors work directly with your team to ensure your staff is fully prepared to ask for payment and educate patients on their financial obligation.