

The Future of Patient Financial Engagement



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How MaineGeneral is Revolutionizing Billing Practices

MaineGeneral Medical Center (MGMC) has long been committed to delivering exceptional patient care, and part of that mission is ensuring financial processes support a seamless patient experience. Like many healthcare organizations, MGMC recognized that evolving patient needs and expectations required a modern approach to billing. Administrative complexities and traditional processes created opportunities to explore innovative solutions to improve efficiency and satisfaction. With a forward-thinking mindset, MGMC partnered with ClearBalance to implement **Doorstep**®, a cutting-edge platform designed to simplify and enhance patient financial engagement. This strategic collaboration has enabled MaineGeneral to reimagine billing processes, reduce administrative workloads, and deliver a superior financial experience for patients.

Doorstep® by ClearBalance A Patient-Centered Billing Solution

Launched in 2024, **Doorstep** enabled MaineGeneral to shift from manual processes toward a streamlined, automated patient billing ecosystem. The platform offers dynamic digital statements,

interactive payment portals, and customizable reminders via text and email, **Doorstep** seamlessly addressed MaineGeneral's pain points.

Key features of **Doorstep** include:

- **Guarantor Bill:** A clear, consolidated billing format that provides patients with a full overview of their financial responsibility. Accessible across devices, it simplifies payment management and ensures transparency.
- **Data-Driven Messaging:** Using big data and AI-driven insights, reminders and notifications are sent at optimal times based on user behavior, increasing engagement and the likelihood of timely payments.
- **Streamlined Financial Conversations:** Patients can explore payment options independently using intuitive tools, reducing the need for staff intervention. This empowers patients to make informed decisions while freeing up healthcare teams to focus on more complex priorities.

This hybrid approach combines digital solutions with essential print workflows, ensuring inclusivity for all patient demographics. Whether patients prefer email, SMS, or paper, ClearBalance's platform seamlessly integrates these options, guaranteeing equitable access to payment tools and a smooth billing experience.





Delivering Exceptional Results for MaineGeneral

The implementation of **Doorstep®** brought measurable improvements for MaineGeneral within a short time frame. By offering patients a clear understanding of their financial obligations and secure options to set up flexible payment plans or make online payments, the solution simplified the billing process significantly. For staff, the automation of routine administrative tasks freed up valuable time for more strategic work. Additionally, real-time account management tools provided patients with greater transparency, reducing billing-related inquiries and improving overall satisfaction.

The implementation of Doorstep has truly been a game-changer for us at MaineGeneral. By automating key aspects of our billing process, we've not only alleviated the burden on our staff but have also created a smoother, more transparent experience for our patients. This solution reflects our commitment to being responsive to patient needs while ensuring operational excellence.

— *Stacey Russell, Revenue Cycle Manager at MaineGeneral*

The results of implementing **Doorstep** were transformative, with notable advancements including:



90% Increase in Digital Patient Payments:

Patients embraced user-friendly, digital-first solutions.



50% Faster Payments:

Collection times were halved, boosting cash flow.



30% Reduction in Staff Workload:

Automation minimized repetitive tasks, enabling staff to focus on higher-value activities.



40% Decrease in Billing-Related Calls:

Enhanced communication tools reduced confusion and patient inquiries.



Improved Patient Satisfaction:

Streamlined billing processes created a seamless positive financial experience for patients.

Tackling Industry-Wide Staffing Challenges

MaineGeneral's story highlights a broader issue faced by hospitals nationwide. According to the 2024 Health Care Workforce Scan by the American Hospital Association (AHA), nearly 89% of hospitals struggle with staffing shortages in critical administrative roles. The report projects a need for 100,000 additional healthcare workers by 2028 and emphasizes the importance of redesigning roles and automating tasks to address these shortages.

MaineGeneral's adoption of **Doorstep**® illustrates how automation and innovation can effectively reduce strain on administrative staff while achieving financial goals. By leveraging **Doorstep**, MaineGeneral pioneered a digital-first approach that aligns with modern patient expectations. They achieved record success in offsetting pain points caused by staffing shortages, reshaping how financial communication and engagement are managed in the healthcare space.

A Blueprint for Patient-Focused Innovation

The successful partnership between MaineGeneral and ClearBalance delivers a replicable framework for other healthcare systems, showcasing how tailored, digital-first solutions can drive operational efficiency and elevate the patient experience. From their phased rollout strategy to leveraging ClearBalance's customizable features, MaineGeneral demonstrated how tailored solutions can create tangible value. With plans to expand their digital transformation beyond billing, MGMC and ClearBalance continue to set new standards for patient-centered financial engagement.

ClearBalance's **Doorstep** is more than a product; it's a commitment to reshaping the way healthcare engages with patients financially. From reducing operational bottlenecks to improving patient experience, the platform unlocks the potential for hospitals to achieve sustainable financial health.



Transform Your Health System Today

MaineGeneral's story demonstrates the value of adopting modern, patient-centered solutions. ClearBalance and **Doorstep**® offer the tools to

address staffing shortages, streamline payment processes, and enhance patient satisfaction.

Ready to revolutionize your financial engagement strategy? Contact ClearBalance today to create a seamless, stress-free billing experience for both patients and staff.

Discover the Benefits of ClearBalance® as Your Patient Statement and Billing Vendor

For decades, ClearBalance has been a trusted leader in patient financial care, simplifying and enhancing the financial experience for patients and providers alike. Now, we're redefining the future of patient billing with **ClearBalance Statements and Billing Services**, brought to life with the digital power of Doorstep, our cutting-edge digital communications engine.

- **Compliance and Security at Every Step**
- **Digital Outreach**
- **Advanced Reporting and Insights**

powered by
Doorstep is our communication platform that powers ClearBalance digital communications, streamlining patient financing and enabling seamless payments via text, online, or email.

Leveraging **Doorstep**®, patients can effortlessly manage and pay medical bills anytime, anywhere, while hospitals and healthcare systems benefit from improved cash flow through efficient payment processing. With features like accessible payment plans, secure account management, and personalized updates, **Doorstep** simplifies financial interactions and enhances patient satisfaction with a smoother billing experience.

Partner with ClearBalance Today!

Choosing ClearBalance as your billing partner transforms the patient financial experience and enhances operational efficiency. Powered by **Doorstep**, our solutions simplify workflows, boost cash flow with prompt payment collection, and reduce administrative overhead. Contact us today to discover how ClearBalance creates a patient-centric, streamlined financial ecosystem!

