

SimiTree Grows Ark Behavioral Health's Patient Pay Revenue by 23%



CHALLENGES

Ark was looking for a business partner who provided financing options both patient centric and streamlined/efficient. Ark was seeing a high number of patients with high deductibles and high out of pocket expenses.

Ark also needed a partner to ensure compliance in an ever changing, highly regulated environment.

Other financing options are restrictive, only available to a small percentage of the population needing and seeking treatment resulting in less revenue and patients unable to receive the treatment they need.

Ark wanted an option that would be available to all patients but would also fit seamlessly into their admissions process.

SOLUTIONS

Ark Behavioral Health selected SimiTree as their financing and patient payment partner; enabling more patients to receive treatment and in turn facilitating the Practice's increase in revenue month over month. Infinity works alongside the teams at multiple locations, to assist in implementing smart, short term, financing decisions when developing each patient's individual treatment plan.

SimiTree provides ongoing time stamped and audit trail activities, to ensure Compliance.

By utilizing SimiTree's financing platform and Customer Support team, the burden of patient follow-up has been minimized enabling Ark Behavioral Health to focus on patient care; rather than daily activities of collections calls to patients.

The SimiTree Provider Portal provides real time, up to date visibility on patient account statuses through email notifications. This equips the Ark Behavioral Health team to answer any questions a patient may have once in office.

RESULTS

SimiTree increased patient pay revenue by 23%. The streamlined approach drastically improved cash flow and optimized the patient financial experience.

Most importantly, Ark Behavioral Health can provide more patients with the treatment they need.

CLIENT PERSPECTIVE

"SimiTree Behavioral Health has grown our patient pay revenue by 23%. SimiTree Behavioral Health's 0% interest patient financing options provide our patients with more accessible payment options. Our patient pay revenue continues to grow and the patient experience is streamlined from Admissions to SimiTree Behavioral Health's Provider Portal. I highly recommend behavioral health providers partner with SimiTree Behavioral Health's payment and compliance platform."

—Eric Mitchell

Chief Revenue Officer of Ark Behavioral Health (6 Locations)



