

# 5 ways to earn trust

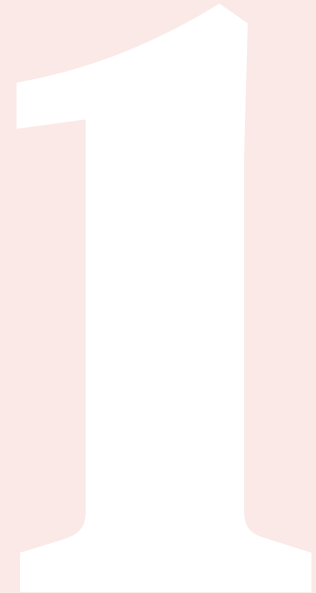
from an FBI hostage negotiator





# Master the art of empathy

Designers often like to claim empathy as our superpower. It turns out hostage negotiators do too.





“I’ve used active listening and empathy when somebody’s had a gun to another person’s head, and had them put that gun down and walk out with their hands up. Can *they* do that?”

–Chip





10



2

# It works. Fast.

Empathy is the quickest way to calm someone down from a heightened emotional state.



# We asked patients:

If you had **one piece of advice** to give to your healthcare providers about healthcare bills during COVID-19, what would it be?



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“Stay strong. Continue being patient. Your **empathy** and understanding and patience is a strength and it is very appreciated.”

“Just be **kind**. Not all of us have an income at the moment and it is extremely scary and stressful.”

“Be flexible. Be **human**.”



## Good afternoon, Alice

Your bills are ready. You have two bills  
due from ABC Health System.

[View bill details](#)

Total due **\$ 600.00**

[Pay total: \\$600.00](#)

[Start a payment plan](#)

[More payment options](#) ▼





# Name that emotion

Part of official FBI training is to never let an emotion go by without labeling it. So now you are on your way to becoming an FBI agent.







**We understand that health care bills may seem overwhelming**

## **Financial Assistance**

Financial Assistance may be available if you are uninsured or have exhausted your insurance benefits and cannot afford to pay your bill.





# Disengage the lizard brain

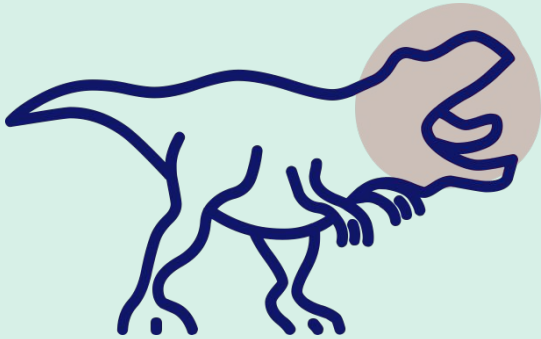
In moments of fear, people can often revert to their “lizard brains” or the primitive parts of their brain focused on survival. This is great for staying alive, but not so great for rational thinking.



# Timing is key

Hey, your  
bill is ready!

Umm...can  
I get back  
to you?



# The patient journey

Getting more proactive with an end to end experience



## Before the visit

- Contact and consent capture .....
- Easy-to-understand estimates .....
- Insurance capture & verification .....
- Financial aid links .....

## After the bill

- Digital bill outreach
- Easy-to-understand bills
- Insurance capture
- Financial aid links





## We are in-network

Pay your **\$30 copay** plus the in-network rate for anything else.

Estimate

**\$ 95.37**

Total billed	\$385.37
Covered by Insurance	- \$320.00
Copay	\$30.00
<b>Your estimate</b>	<b>\$95.37</b>



We will update this estimate after your visit to make sure you get the most up-to-date amount.

[Schedule copay](#)





# Find the internal narrative

According to Adele, everyone has an “unsaid narrative” -- like a track that’s running in their head about themselves. Ask yourself, “Who do they envision themselves to be and aspire to?”





“The fact that I saw him, and I validated the fact that he was a business person, that was what he needed to hear.”

–Chip





Card number

2454 3535 4654 7523



Expiration date

02 / 23



Security code

125



Zip code

10124



**Save trees. Go paperless.** 

Switch to paperless billing to reduce the amount of paper you receive. You can always change this setting later.

Pay \$100.00



Secure payments



Card number

2454 3535 4654 7523



Expiration date

02 / 23



Security code


125



Zip code

10124



**Go digital** 

Clear your desk by turning off paper statements. You can always change this later in your Notification Center.

Pay \$100.00



Secure payments



# The winner

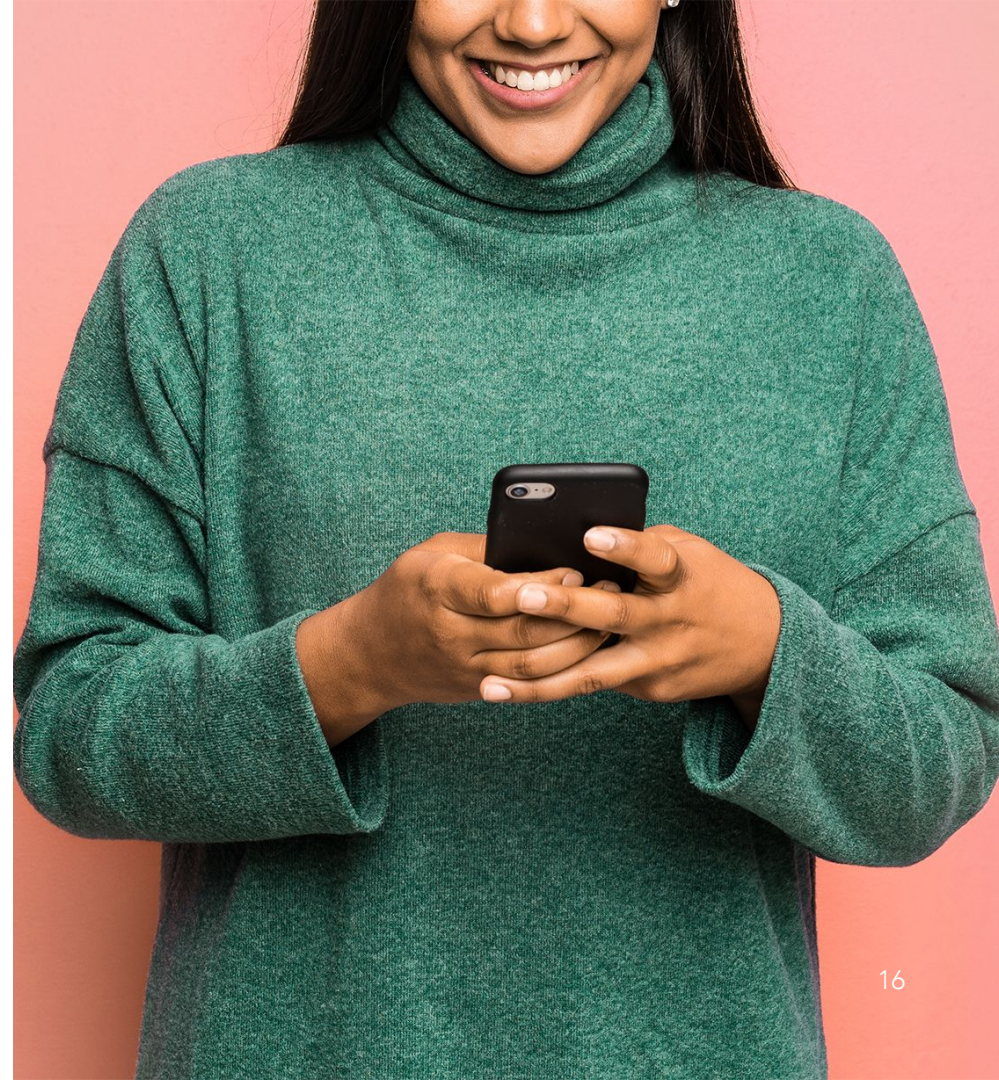
Paying patients unsubscribed at higher rates to save trees.

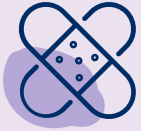
# 45.5%

Save trees. Go paperless.

# 27.4%

Go digital.





# Make bad behavior ok

Everyone messes up. Acknowledging a mistake and moving forward can help all parties move beyond the situation and problem-solve more productively.





“Everybody lies.”

–Adele





## Hi, Alice.

We notice that you haven't made any payments yet on your bill, and we wanted to see if you might need some extra help.

### Let's find a solution

If you think you may not be able to pay, please let us know so we can figure out how we can help. [Tell us more](#)



## We'll get through this

Medical bills can be tough, so let's take them on together.

— The ABC Health Team





Master the art  
of empathy



Name that  
emotion



Disengage the  
lizard brain



Find the internal  
narrative



Make bad  
behavior ok

1 2 3 4 5



“My name is Chip and I’m here to help. How badly does your life suck right now?”

–Chip

# Thanks for listening!



# Get in touch

Email me at [diana@cedar.com](mailto:diana@cedar.com) or connect on [LinkedIn](#)

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70% Digital self-service payments

30% Increase in collections

95% Patient satisfaction

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## The Patient Experience Studio at Cedar

Rasa Chatbot, Node Red and web interfacing at speed

Imagine you could build a system that

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