



# Cedar Pay

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Cedar Pay drives patient delight and a significant increase in payments by leveraging health plan data to create a uniquely integrated and personalized patient billing experience.

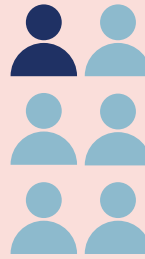
DATA SHEET



Healthcare is shifting from a business-to-business to business-to-consumer (B2C) model, yet patients still encounter many challenges paying bills. While health plan deductibles and out-of-pocket costs have been on the rise, affordability is not the only issue.

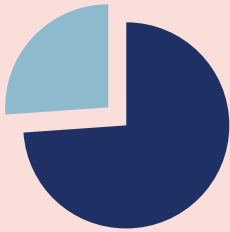
**3X**  
GROWTH

in deductible spending for Americans with large employer coverage (2008-2018).<sup>1</sup>



**1 in 6**

Americans have had medical debt sent to collections (with a 15% CAGR).<sup>2</sup>



**74%**

of Americans are willing and able to pay medical expenses <\$1000.<sup>3</sup>

**22**  
MILLION

Americans with otherwise clean credit have had their credit scores affected by medical debt <\$250.<sup>4</sup>



**The patient billing process is broken. Providers alone cannot solve the systemic challenges of uncoordinated bills and EOBs, fragmented communications, and one-size-fits-all experiences.**

<sup>1</sup> Kaiser Family Foundation (2019). Tracking the rise of premium contributions and cost-sharing for families with large employer coverage.

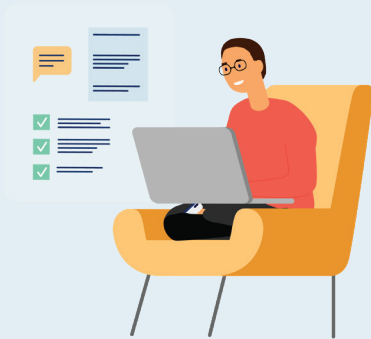
<sup>2</sup> Kluender R, Mahoney N, Wong F, Yin W. Medical Debt in the US, 2009-2020. JAMA. 2021

<sup>3</sup> McKinsey & Company, Revisiting Healthcare Payments: An Industry Still in Need of Overhaul

<sup>4</sup> U.S. Consumer Financial Protection Bureau

# That's why we built Cedar Pay

Cedar is fundamentally transforming patient billing through Cedar Pay, the first and only consumer experience solution that leverages health plan data and best-in-class personalization to give patients a simplified path to balance resolution. Cedar Pay removes friction from the post-care financial experience for patients and providers alike, leading to improved patient collections with patients more willing and able to resolve balances, greater operational efficiency through decreased customer service inquiries, and enhanced patient trust and loyalty from a differentiated and consumer-friendly billing experience.



## PROVIDER AND HEALTH PLAN COLLABORATION FOR THE BENEFIT OF PATIENTS

Cedar Pay's revolutionary Payer Intelligence Layer brings together health plan information with provider patient billing workflows for a unified and intuitive patient experience. Patients enjoy increased clarity and accessibility to their financial responsibility, removing the frustration of disparate sources of information and support.

## MORE PERSONALIZED AND IMPACTFUL PATIENT EXPERIENCES

With Cedar Pay, providers can engage patients with personalized interactions that dramatically improve patient satisfaction and payment outcomes. For example, high-need patients facing large balances may require more empathy and encouragement on the path to resolution, whereas financially secure individuals with small bills might demand fast, hassle-free checkout. That's possible through the power of Cedar Pay personalization.

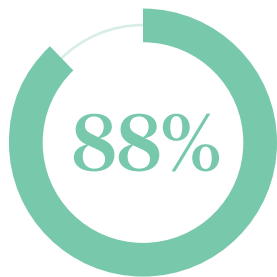


## UNWAVERING COMMITMENT TO MODERN CONSUMER ENGAGEMENT

With decades of experience building user-centric consumer technology, the Cedar team has the expertise to transform the financial aspects of healthcare. Every facet of the Cedar Pay experience is thoughtfully designed to meet modern consumer needs and help patients get to the next step in their journey—whether that's paying a bill, setting up a payment plan, navigating insurance denials, or resolving questions.

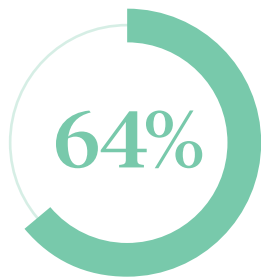


# With Cedar Pay, providers can:



## Improve the patient experience

Patient satisfaction with the Cedar Pay experience is **88%**, exceeding analogous measures reported by leading consumer brands.



## Foster meaningful engagement

With Cedar Pay, more than **64%** of patient payments are self-served online, and the platform continues to optimize digital engagement.



## Increase patient collections

Cedar's client partners typically see a **30%** lift in patient collections shortly after going live with Cedar Pay--no matter the patient population demographic mix.

“**ChristianaCare values innovative technology that makes a positive impact on patients, and that’s what Cedar brings—a singular focus on improving the consumer aspects of healthcare.**”

~JANICE NEVIN, MD, MPH, PRESIDENT & CEO, CHRISTIANACARE

“**I felt like I had full control of making my own financial decisions that worked best for me.**”

~PATIENT FEEDBACK

“**Coming from somebody who does everything from my phone, this was absolutely the easiest thing I’ve ever done.**”

~PATIENT FEEDBACK

# A closer look at key features:

## SEAMLESSLY INTEGRATED HEALTH PLAN INSIGHTS

Eliminate the stress and confusion for patients navigating the post-care financial journey with the integration of plan information and accumulator status, health accounts, and EOBs.

## OMNICHANNEL BILLING, FOLLOW UP AND PAYMENT

Optimize engagement with outbound efforts via text, email and paper so patients never miss a bill, and offer convenient payments through digital, interactive voice response (IVR) and lockbox channels.

## CONFIGURABLE, SELF-ENROLL PAYMENT PLANS WITH AUTOPAY

Strengthen cash flow with improved patient experience and staff efficiency by allowing patients to configure payment arrangements online to fit monthly budgets.

## CONSOLIDATED BILLS AND SETTLEMENT

Give patients financial clarity with a single online access point or paper bill for managing invoices across disparate billing systems and within families.

## ENTERPRISE TOOLS AND ANALYTICS

Efficiently manage patient interactions with the business office using intuitive customer service features, and make more informed decisions with out-of-the-box yet flexible dashboards and reports.

## EHR AND BILLING SYSTEM AGNOSTIC

Robust, flexible integrations with all the major EHR and billing systems, including Epic, Cerner, Meditech, athenahealth, Allscripts, NextGen, GE Centricity and others.

## CONTINUOUS IMPROVEMENT, CLOUD-DELIVERED

Never wait for the next big software update again with daily product releases that unlock new features and optimizations for ongoing business value.

## COMPREHENSIVE SECURITY AND COMPLIANCE

Patients place their trust in Cedar, making security and availability an integral part of what we do. Cedar Pay is HIPAA compliant, HITRUST CSF certified and PCI compliant.



## SAMPLE HEALTH PLAN PARTNERS



## SAMPLE CEDAR CLIENT PARTNERS



100% of Cedar clients surveyed would buy again.

## About Cedar

Cedar's mission is to empower us all to easily and affordably pursue the care we need. As the only complete solution to address the challenges consumers face when paying for healthcare, Cedar enables a better and more transparent experience. To learn more, visit [www.cedar.com](http://www.cedar.com).