

# Fed up with chasing patient payments?

Today, 40-70% of patient bills go unpaid, despite increasing investment by healthcare providers in collections activities. Meanwhile, patients struggle to track, manage and pay their medical bills, while payers are detached from the consequences of their plan designs.

This results in poor collections rates and frustration for all. The reality is that providers are doing all that they can by themselves. Without shared accountability with payers, this broken system will never be fixed. A new approach is required.



## OODA Health delivers a truly collaborative approach

The only way to solve this systemic issue is to enable payers and providers to work together to improve patient billing. OODAPay from OODA Health is an innovative patient payment solution that increases provider revenue collections, lowers administrative costs, and improves the patient experience. OODAPay is the only patient billing solution that introduces collaboration with payers.

Using OODAPay, payers take control of administering patient billing and collections, allowing each party to do what they do best: providers focus on delivering high-quality care and health plans leverage their position as payers to offer members a modern, intuitive consumer experience.

Providers receive a guaranteed payment of the patient liability from payers, informed by historical collections, immediately upon adjudication of the claim. Providers have the opportunity to share in the value as OODA Health improves collections performance over time.

## OODAPay pilot results from Blue Cross Blue Shield of Arizona, Blue Shield of California, and Dignity Health (*part of CommonSpirit Health*)

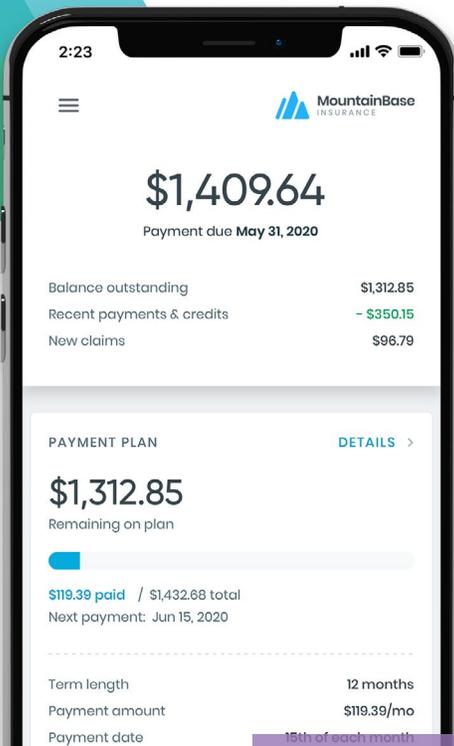
- Exceeded provider collections benchmarks within 3-5 months
- 96% patient satisfaction with their billing experience
- Enabled providers to increase focus on pre- and point-of-service patient experience

## Partner with us today & improve your bottom line

We're inviting select providers in the Arizona and California markets to implement OODAPay, which is sponsored by the payer and is available at no additional cost to providers.

## OODA Health solutions

On our journey to eliminate \$400B of annual administrative waste in the healthcare system, we have launched two solutions. Each enhances provider-payer collaboration to address a different part of the healthcare administrative process.



## OODAPay™

OODAPay delivers an intuitive “retail-like” patient payment experience, enabling payers to own and manage patient liability while improving provider financial performance – with no fees paid by the provider.

### How it works

- Providers are paid a guaranteed amount for post-service patient liability
- Payers assume financial and operational responsibility for collecting and relieve providers of patient collections
- White-labeled as the payer, OODAPay consolidates bills across providers and collects from the patient

### Provider benefits

- Faster payments immediately after claim adjudication
- Lowered risk from patient collections
- Reduced administrative spend
- Higher yield and recovery rate by focusing on high-leverage activities (e.g., POS collections)
- Improved patient billing experience

## Claims+™

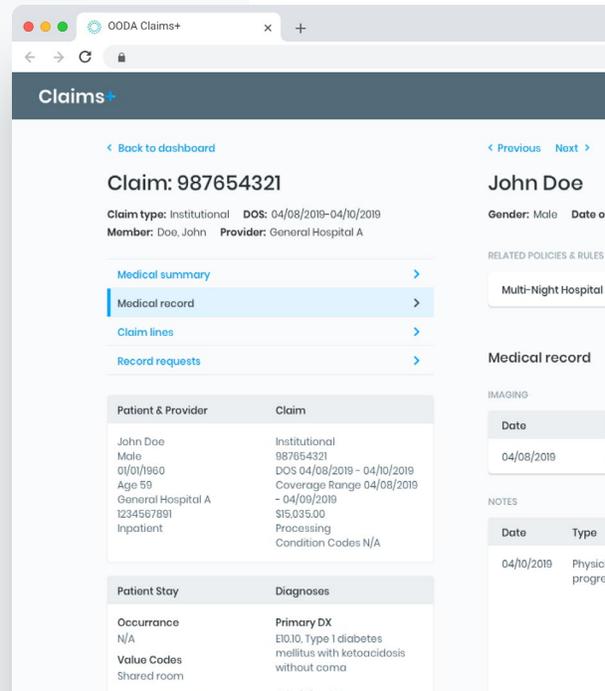
Claims+ streamlines and automates complex claims processing, enabling providers and payers to collaborate to reduce costs and accelerate payments – with no additional fees paid by the provider.

### How it works

- Automates the sharing of relevant portions of the patient’s medical record between the provider & payer
- Eliminates pressure for payers to deny claims simply based on time delays that affect claims processing SLAs

### Provider benefits

- Faster payments for complex, high-dollar claims
- Visibility into opaque payer rules associated with medical necessity & requests for additional information
- Reduced administrative costs
- Modern approach to clinical data exchange; foundation for new capabilities (e.g. prior authorization)



OODA Health’s vision is to liberate the \$400 billion in annual healthcare administration waste, which is exacerbated by payer-provider antagonism. We are proud to innovate in collaboration with our strategic partners that include payers, such as Anthem, Blue Cross Blue Shield of Arizona, Blue Cross Blue Shield of Massachusetts, and Blue Shield of California, as well as providers, including CommonSpirit Health and Hill Physicians Medical Group.