An innovative self-service kiosk improves payment collection, automates forms processing, and ensures payment security standards compliance for healthcare providers.

Automating Forms Processing In Healthcare
As the population of aging baby boomers has skyrocketed, the cost of doing business in healthcare has risen by orders of magnitude. Perhaps nowhere is this challenge more apparent than at the patient check-in desk, where manual, paper-based data capture burdens payroll, and where payment collection is inefficient and often ineffective. Recognizing these trends and seeking to capitalize on the self-service revolution that has taken root in other service-related industries, healthcare document automation software provider PatientWorks sought to automate the customer-facing aspects of healthcare transactions. In 2009, it began work on a self-service kiosk solution called KioskWorks®, which integrates the forms management capabilities of its core healthcare software program with the patient check-in/check-out process. Among its objectives were to digitize registration forms and signature capture and to facilitate unattended payment for services and co-pays.

Healthcare Industry Awakens To Payment Security Concerns
While the healthcare industry is no stranger to strict compliance mandates and the need for core systems to address them (e.g. HIPAA), the requirements of the PCI SSC (Payment Card Industry Security Standards Council) are a relatively new concern there. As he oversaw the development of the KioskWorks solution, Paul Smetana, VP at PatientWorks, became increasingly concerned about maintaining card data security on behalf of his customers (healthcare facilities) and their patients. He was determined to find a payment processing partner that could help him mitigate those risks, a partner he found in VeriFone. “Prior to engaging VeriFone on the integration of our payment devices, we knew nothing about the ins-and-outs of credit card payments and security,” he says. “They eased our transition through the PA DSS (Payment Application Data Security Standard) compliance process, saving us at least $20,000 by removing much of our kiosk software infrastructure from the scope of our PCI audit.”

Through its PAYware SIM (Secure Integration Method) approach, the VeriFone payment solution chosen by PatientWorks/KioskWorks eliminates the risk of any card data ever entering the solution provider’s software environment. This feature spared much of the PatientWorks® software solution from the scrutiny of Trustwave, its QSA (Qualified Security Assessor). “Our soft-
SUCCESS STORY: PatientWorks/KioskWorks

“VeriFone eased our transition through the PA DSS (Payment Application Data Security Standard) compliance process by removing much of our infrastructure from the scope of our PCI audit.”

-Paul Smetana, Vice President, PatientWorks

“ware never ‘touches’ the card,” says Smetana. “It simply sends a command to the MX device that says ‘read the card and facilitate the transaction,’ so a full audit of the core solution that we sell isn’t necessary.”

VeriFone’s ubiquity in the marketplace also saves PatientWorks from incurring ongoing PCI SSC audit costs, as it is common for the addition of merchants or the change of processors to prompt a new audit. “The QSAs are familiar with VeriFone and its SIM software. The ability to onboard new customers without the overhead of ongoing audits is a competitive advantage for PatientWorks,” says Smetana.

VeriFone Helps Healthcare Facilities Preserve Banking Relationships

As Smetana investigated payment processing providers, he quickly realized that many of the processing partners he considered would require his customers to change their merchant acquirers or banks. “Many systems dictate that if you want to accept credit cards, you have to switch to a bank with which your processor has a relationship,” explains Smetana. However, VeriFone’s broad network of banking institutions virtually eliminated that headache, in turn eliminating a potential major objection to the KioskWorks solution. “Regardless of the bank the healthcare provider is working with, VeriFone’s broad network allows it to keep its bank and take payment seamlessly,” says Smetana. The facilitation of automated payment acceptance is important in healthcare, where small patient debts can add up to millions of dollars in outstanding revenue and negatively impact cash flow. In its early implementations, PatientWorks has confirmed the theory that patients are more likely to commit to immediate payment when prompted at a kiosk than they are when prompted by hospital front desk staff. “It’s far more likely that, when asked about payment at the front office, the patient will elect to be billed by mail, or altogether defer payment indefinitely,” says Smetana.

Signature Capture Enables Forms Automation, Integration

The VeriFone devices chosen by PatientWorks feature electronic signature capture, allowing the automated, electronic completion of registration forms, HIPAA agreements, and discharge documents. The digitization of these source documents reduces manual operations costs for healthcare facilities and facilitates seamless data transfer across the enterprise.

Conclusion

With the help of VeriFone, The KioskWorks solution eases the burden on healthcare facilities’ front desk staffs and facilitates secure, timely payments. For PatientWorks, the partnership creates a competitive advantage by facilitating sales and allowing the integrator to focus on its core competencies rather than grappling with the nuances of payment acceptance.

For more information on PatientWorks, go to www.patientworks.com.

For more information on VeriFone, talk to your representative or go to www.Verifone.com

© 2011 VeriFone. All rights reserved. VeriFone and the VeriFone logo are trademarks or registered trademarks of VeriFone in the United States and/or other countries. All features and specifications are subject to change without notice. 01/11 00000