



WHITE PAPER

Redde Integration and Onboarding



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A Message From Wixcorp's CTO

Today's modern healthcare organization runs on technology. It is filled with software systems and digital platforms that need to connect seamlessly throughout the patient journey. Having systems go down or work incorrectly isn't an option, as the ensuing chaos would be catastrophic and potentially tragic.

We understand how adding a new software solution can be challenging and risky. That's especially true when that new software has to integrate with your EMR and potentially other platforms. We've all heard the horror stories of implementations and installations gone terribly wrong. The financial and operational impacts of a poor software deployment can be immense.

That's why we take such great care when integrating and deploying our patient engagement platform, Redde. We've worked hard over the years to develop an integration and implementation strategy that takes as much of the workload off your teams as possible and to make sure Redde is set up to build upon your business processes, not replace them.

This White Paper on Redde Integration and Onboarding will review some of the industry trends and challenges when it comes to deploying new software solutions, how Wixcorp manages those risks, and what a few of our client's experiences have been.

Dustin Wixom
CTO - Wixcorp

The Impact and Cost of Change

How can Healthcare close a 30-year gap?

Today's average consumer uses at least three different communication channels to engage with businesses¹. While that sometimes means in-person or over the phone, the vast majority of consumers are choosing digital channels. As healthcare providers, this means we need to find a way to engage with our patients across digital channels like online, text, and email. It's no wonder that more than 80% of businesses today choose to invest in software solutions that provide omnichannel experiences for their consumers². Unfortunately, in part due to the nature of our 3rd-party payer system and the historically limited options, healthcare is nearly 30 years behind most other industries when it comes to patient engagement options.

Regardless of the late start, the healthcare industry is rapidly expanding its digital offerings. In 2021, there was nearly \$30 Billion in digital health funding³, with much more to come. All this new funding points to significant change coming to the industry. While it is exciting to see the new tools and solutions, deploying them can be expensive and time-consuming. In 2020, the worldwide spending on software and integrations was ~\$1.5 trillion⁴. Add to that the financial and operational impacts and the costs skyrocket, as do the challenges.

The goal of any software deployment is that the future state with the software in place will be better than the current state for your patients and your employees. It's important to note though, that during the transition operational efficiency decreases. (see figure 1) It is critical then to select vendor partners that limit how low and how long you spend below the current state.

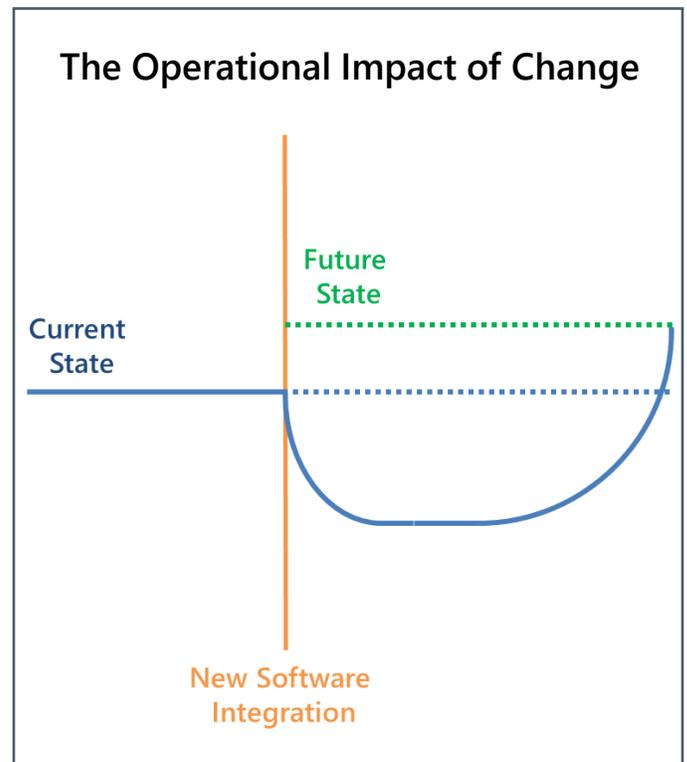


Figure 1

1 – Microsoft
2 – PWC

3 – Rock Health
4 – Connecting Software

Breaking Down the Cost

Even once you've found a vendor partner you like and negotiated a reasonable deployment cost, you still must consider the fees from your EMR for integration, plus training and go-live support. Based on industry averages⁵, deploying an engagement platform can cost a Critical Access Hospital (CAH) up to ~\$145,000. (see figure 2)

Industry Average Pricing Breakdown	
EMR's Integration Fee	\$35,000 - \$55,000
Software Vender's Integration Fee	\$15,000 - \$35,000
Deployment and PM Support	\$20,000 - \$40,000
Training and Go Live Support	\$5,000 - \$15,000
Total	\$75,000 - \$145,000

Figure 2

We feel like the costs above are a big part of why healthcare is so expensive, and we don't want to contribute to that.

While we can't tell your EMR to charge you less for an integration, in most cases, we can offer an integration option that will run from a simple report file from your EMR. We also come onsite for ALL our new partner trainings. That way, we can work around your schedule and limit our impact on your day-to-day workload. (see figure 3)

The average cost to our new CAH client partners to integrate, deploy, train, and go live on Redde has been ~\$15,000.

Wixcorp Average Pricing Breakdown	
EMR's Integration Fee	\$0 - \$55,000
Wixcorp's Integration Fee	\$5,000 - \$25,000
Deployment and PM Support	\$5,000 - \$15,000
Training and Go Live Support	Included
Total	\$10,000 - \$95,000

Figure 3

5 – Costhack, iSpring, & client partner data

I→ The Impact and Cost of Change

It is also important to note that it is not just the initial investment of a new platform that can be costly. Once the new system is deployed, it is critical that it works correctly and as promised. Otherwise, the health system will experience long-term consequences from the failed rollout – both operationally and financially.

Here's how the CFO at one of our client partners described the impacts of a poor implementation compared to a good one.

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For us, it's an easy comparison to the installation of our EMR. When that rolled out and went live, it was a complete disaster. There were moving parts and pieces and people all over the place, there was no clear vision on what we were doing or when it would happen or even when we would officially be live. It was everyone running around like chickens with their heads cut off and I think we still pay for that. We're all struggling nine years later because the rollout wasn't done properly.

With Redde, we were able to set the system up quickly and easily. There was lots of testing on your side on the back end, some testing on our side as well. All the preparation was extremely helpful. Because it wasn't just go live and then try and figure it out. It was: 'Let's figure out everything we possibly can on the front end.'

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The Secret Sauce

Shhh – don't tell anyone!

How to Keep Integration Costs Low...

One of the primary ways we are able to help keep costs down is through our robust and adaptable integration options. While we built Redde to run in real-time unison with your EMR or financial platform, we also recognize the enormous expense that can sometimes cost in integration fees from your existing platforms. To help mitigate those costs, we can also run our entire system from a simple report or flat file downloaded from your EMR.

When we are pulling a report from your EMR, there is usually no cost associated with that from your EMR – we can often even show you how to build it. Some of our clients even do a hybrid where some of the data is real-time, and some from a daily file. The great thing about this is that no matter where on the integrative spectrum you fall, we make sure that your patients and employee teams still have the same full functionality within Redde! (see figure 4)

 Simplified Integration Runs on Report Upload	 Standard Integration Runs on HL7 and/or an API
Batch file data transfer	Real-time data transfer
SAME	
Full patient functionality Full admin functionality	Full patient functionality Full admin functionality
Manual payment posting	Automatic payment posting

Figure 4

...and Keep Outcomes High

We've streamlined our integration and onboarding processes to ensure that your patients and team transition to using Redde quickly and efficiently. Better yet, if you decide to go with a Simplified Integration only requiring a flat file from your EMR, we can often **complete the entire project in as little as 6-8 weeks** from contract signing to Go Live. It's helpful to think of the entire process in three phases; Integration and Deployment, Training and Validation, and Go Live.

Integration and Deployment

This is where we work with you to design your preferred interface and start building it out. For those EMRs we've already integrated with, we will provide you with the integration project plan. For all other EMRs and financial systems, we will hold a kick-off call with them to scope out the project and let you decide what options work best for you and your team.

Once the data integration is complete, we will deploy Redde for setup and validation. This is also when we listen to our new partners to map out the people, technology, and business processes currently involved in their revenue cycle and align Redde the way you want it. There's no one-size-fits-all; every health system has its own unique way of doing things – and it's our job to try and make that patient self-serviceable.

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You guys have a product that you know inside and out you've done enough implementations to know what works. You're great about making recommendations. What we should do and what we shouldn't do. And then at the end of the day, you're also very respectful of our internal practices to say, 'This is your system, we're just here to make it better.'

So the rollout, the implementation was as great as it possibly could have been.

~CFO at San Juan Health

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↳ The Secret Sauce

Training and Validation

We work closely with you and your team to validate both the data and the system setup. While doing so, we can also start training your admin teams on Redde.

While virtual training can be very convenient, we've found that in-person works best for the initial training. We recommend having our trainers onsite for a week so they can work around your team's schedules to minimize the impact on daily operations.

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The biggest benefit, I think, was having them there throughout the whole process. They were really patient and so good at walking me through every step...Even today many months out, they're still right there if I need anything as far as training purposes go.

The initial training was great and they still help me. It was easy to transition from our old system and processes to the new Redde platform.

~ Billing Manager at Beaver Valley Hospital

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Go Live

By the end of the training week, your teams will be able to start using the live version of Redde with your patients. However, we do not make the platform patient-facing and fully automated immediately. We will gradually transition your patients onto the platform over the subsequent weeks at the pace you and your team are ready for. We want to make sure that we move you over efficiently, but not so quickly that it causes too much disruption to your daily processes.

From there, follow-up and ongoing training and support can be done virtually and on additional onsite visits. Again, the goal is to facilitate a smooth transition for you and your patients as quickly and efficiently as possible. (see figure 1)

What Do Our Clients Have to Say?

A Lot Actually!

We are honored to work with some great client partners, including many we've known and worked alongside with for years now. We worked hard to design a business model that always keeps us on the same side of the table with our partners, discussing how we can best engage patients in their financial journey. Because we have the same goals and passions, it makes partnering together a lot of fun!

We asked a few of our newest client partners to share how their integration and onboarding experience went. Here are a few of the things they had to share about their experiences with Redde and the Wixcorp development and training teams.

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Obviously, it still took time. It still took effort. But your team being willing to say, 'Just give us this information and we'll do the rest.' That was huge because the payment side of an organization is so important. Everyone here is still wearing all their same hats doing all their other tasks, but at the same time trying to implement and overhaul a payment system. That has the potential to be a complete disaster. So, I feel like you guys understood what was needed. You said 'These are the things we need from you. Give us the data and we'll take care of everything else' ...I've integrated many different systems and platforms and it seems like there's always that roadblock that comes up. And honestly, in the implementation of Redde, I never felt that.

~ CFO at San Juan Health

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I→ What Do Our Clients Have to Say?

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I feel like it [training] was pretty easy. I expected it to be a lot harder than it was. It was really thorough and if we had any questions you guys were on site, or available by e-mail or text with anything that we had concerns about or questions about.

~ Patient Billing Specialist at San Juan Health

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We loved the training. It was very helpful to have you guys actually in house and here to help go through that. That was really helpful. The best thing is that I can call you often and get a timely response.

~ HIM Director at Kane County Hospital

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It was very well communicated and taught. It's just remembering everything in the moment that you're trying to set something up or help someone finding those resources. The training went well. I liked that you guys were on site for a whole week to help get everybody trained and answer questions. It went well. I don't know what would have made it gone better. It didn't disrupt day-to-day life. It was well done.

~ Billing Manager at Beaver Valley Hospital

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I→ What Do Our Clients Have to Say?

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Honestly, when you first said you were going to be on site for a week straight, the hair on the back of my neck stood up. And I thought, 'Oh my gosh, this is going to suck. We're going to have to sit there and babysit them. We're going just sit and lose a week of production on everything else we're doing.'

But no, you all came on site, had a very planned and detailed agenda of what you wanted to have happen. At the same time it wasn't a babysitting class from my perspective where I had to sit there and hold hands, you guys allowed things to go at the speed we needed them to go. You were flexible. We have multiple sites and you were willing to go to all those different sites and meet with the different teams.

~ CFO at San Juan Health

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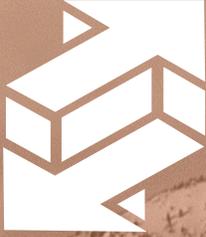
We've had people paying us through Redde that never used to pay us anything, ever!

~ Patient Billing Specialist at Milford Memorial Hospital

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Partnering with new technology vendors can be a challenging, scary, and expensive undertaking. But it doesn't have to be.

If you would like to learn more about Wixcorp and our patient engagement platform, Redde, you can visit us online at www.wixcorp.com, or you can email us at information@wixcorp.com



REDDE®

Simple to Access.

Intuitive to Use.

Engaging to Interact With.



It's not just about online bill pay anymore. Your patients want a digital engagement solution that meets their needs.

What's your engagement strategy?

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