

12 Tactics for Conflict Resolution

Presented by

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Collections

Early Out



AMERICACOLLECT

RIDICULOUSLY NICE COLLECTIONS

Who is Travis?

Professionally:

- Training/Professional Development 12 years
- Six-Sigma Lean
- eLearning/LMS expert

Personal:

- Love Hockey, Rugby, sports
- Spend time with family/be outdoors
- Craft Beer/Wine Making





PURPOSE STATEMENT

Our **Ridiculously Nice** teammates **educate** patients to help them **improve** their financial well-being, resulting in **revenue recovery** for our clients and **reduced healthcare costs** for everyone



We Are
RIDICULOUSLY NICE

CONSISTENTLY DEMONSTRATES A **SINCERE, FRIENDLY APPROACH** TO ALL, INCLUDING PATIENTS, CLIENTS, AND TEAMMATES.

CORE VALUE #1



We Develop **THE NEXT**

FOSTERS A MINDSET OF **DEVELOPMENT, GROWTH AND CONTINUOUS IMPROVEMENT**


CORE VALUE #2



WE DO THE
RIGHT THING

ACTS IN THE **BEST INTEREST** OF OUR PATIENTS, CLIENTS, AND TEAMMATES.

CORE VALUE #3



WE HAVE FUN and
CELEBRATE

LAUGHS, SMILES, AND DANCES WITH GLITTERY UNICORNS AND SUNSHINE WHILE **CELEBRATING OUR WINS** WITH SPRINKLES AND HIGH-FIVES!

CORE VALUE #4



WE BELIEVE that
TOGETHER WE CAN

ACTIVELY COLLABORATES WITH PATIENTS, CLIENTS, AND TEAMMATES

CORE VALUE #5

Tactic 1

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Build a **winning** script



Build a **winning** script

- Create standard dialogue outline
- Update and evolve
- Work with Training, coaches, and leaders
- Role play!



Build a **winning** script

- Consistent messaging
- Confidence from reps
- Fairness





Tactic 2

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Have some energy!



OMGOMGOMG AHHHHH!

I'M SO EXCITED!!!

Have some energy!

- Find a balance and be genuine
- Talk with a smile
- What do you do to get your energy?



Tactic 3

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“I don’t understand and am *not* happy about this bill! Insurance should have paid this!”



Speed and tone matter

Things NOT to say or do

- Interrupt or talk over the patient
- Get louder
- “Well, I didn’t charge you this”
- “You should have checked ahead of time with insurance.”

Things you SHOULD say or do

- Listen to the patient
- Soften your tone of voice
- Slow down
- Show empathy

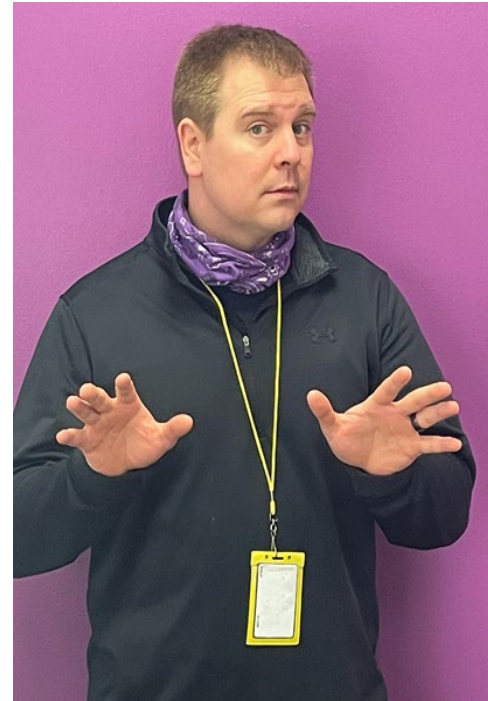
3 Personalities of “Tone”

Happy-go-lucky/bubbly



Most often, introductions,
when things are going well

Late night jazz DJ



Escalation, bring them
back down

Firm Negotiator



When discussing payments
and assumptions

Happy-go-lucky and bubbly

“Good morning, *thank you so much for* calling hospital financial services, we offer financial assistance to those that qualify, and my calls may be recorded, how can I help you?”

Of course, *I would be happy to help!* Let’s start with your DOB and we can review!”

Late Night Jazz DJ

“Alexis, *I would be happy to explain our process* for you. The bill generated was after insurance as I see you do have a coinsurance commitment. It appears your insurance covered \$1,340 and your responsibility is only \$350. *Does that help explain the confusion?*”

Not bad people,
just hard times...

Firm Negotiator

“Glad I could explain that for you. Now, the balance is \$3,450 do you want to pay today or next Friday better?”

(If cannot)

“Sure, I understand we can either do payment plan of \$245.50/month or \$193.90/month, which of those is better for you?”

Tactic 4

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Early Out

Don't React Emotionally

- Can and will test your patience
- Simply want to be heard
- Treat them objectively, as if a problem to be solved
- Reacting in anger will only escalate more

Stay calm and find
your happy place!

“Why does my 18 year old son, who is in college by the way, get billed separately? I pay the bills and he lives under my roof, how dare you send this to him and stress him out! Also, he is on my insurance until he is 26!!”

Late Night Jazz DJ

“When your son turns 18, a new right is managing your own medical bills and being protected by HIPAA. If your son would want to share the details of his visit with you all he would have to do is give us a call and give you permission.

Firm Negotiator

“To set your expectations though, the account will still need to be in his name. Have him give us a call and we can go from there.”

Tactic 5

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Early Out

Find the root of the problem

- Gather the information provided to you
- Find the root cause.
- Recap to ensure you understand their issue.

“So, what I am hearing is...”

“Okay, let me recap to ensure I understand...”





Preventative turns problematic

- “Is there anything else that is bothering you?”
- Help them understand!



“I had my yearly physical and my insurance company said it’s free! You shouldn’t be billing me for this! I want that bill removed! I am going to switch clinics because you are charging me things I don’t owe!!!”





“When you were in the office for your yearly exam, the doctor discussed a different issue not related to your yearly at the same time. “

“Looks like a diagnosis for a torn rotator cuff...”

“Well, yeah. The doctor asked if I had any other issues. When I was younger, I played football and he checked out my rotator cuff because my shoulder has been clicking...”

“So, I get charged for that?! That is crazy...”





Late night jazz DJ

“When the doctor does a diagnosis, it’s listed differently by insurance, and it looks like you still have some deductible to meet. The yearly preventative was covered fully”

Happy-go-lucky/bubbly

“At least you saved some time getting it all in one appointment!”

Firm Negotiator

So, we can take care of the balance with a credit card or would you rather Go online to ‘My Chart’?”

Finding the root of the problem and how you say things can make your job more enjoyable and change the way the patient views your facility.

Tactic 6

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Early Out

Offer options and find solutions

- Apologize, but you can't apologize forever
- Give a single definite solution if you have one
- Otherwise give options
- Magic numbers!
 - 100
 - 250
 - 274
 - 152.74
 - 173.92
 - 241.68

Where do you want to eat?

I don't know, where do you want to eat?

....fine, i'm just not going to eat then.





“Glad I could explain this to you! Would you like to take care of this today on a credit card or would you rather direct out of an account?”

”Does today work or would next Friday be best to pay in full?”





“I get it, I couldn’t pay in full either, so we can set up a payment plan. We have a couple options here, \$173.42/month or we could do \$123.54 which is better for you?”

“Sure, I would want to talk to my spouse as well. How about we set up the payment plan two weeks from now and that way you can speak to your spouse. If you two decide on something else, you can absolutely call us back and make those changes. So, to set it up, we can do you \$213.68/month, or if it helps you out, we can bring it down to \$143.79/month.”



Tactic 7

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Avoid excessive holding

- If all possible, avoid putting someone on hold
- If you have to put someone on hold, try and get everything during that one hold
- Can you confirm while you are on phone with them?



Tactic 8

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Avoid Jargon and Use Similar Terms

- Statement or Medical bill?
- Test or Diagnostic?
- Moved payment or reallocated?
- Simplify!
- Help educate and remember your tone!



Tactic 9

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Be honest and don't make promises you can't keep!

- It's natural, when panicked, to tell someone exactly what they want to hear.
- Has this ever happened to you?
- Two things that could happen
 1. Have to keep calling back and even more escalated
 2. Take their business elsewhere



“That is a good question. After reviewing my policies, this is a unique situation. Let me review while I have you on the phone with me, so we can get an answer together.”

“You are important to us and I will be transparent in admitting I don’t know the answer to that. I would hate to give you inaccurate direction, so please let me research in full and I will be sure to get back with you. What is the best number to call back?”



Even if you cannot answer now or it's not what they wanted to hear, they will appreciate you getting it right the *first time*.

Tactic 10

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The Rambler



Controlling the *“Rambler”* from the start!

“Thank you for calling this hospital,
this is Lynnea, how can I help you?”





“Hey, Lynnea, this is, Randy. So, I was at your clinic a few weeks ago, well, maybe it was a few months ago, and I didn’t plan to have to go to the clinic, but you know how things seem to happen to me lately? Well, I did it again, I had a minor kitchen accident, which resulted in a lacerated tendon, which they were able to fix, but now I have this bill and...”

“Randy?”





“Yea, that is me!”

“In order for me to best help you I will need your account number and DOB. We can then review your situation and I can help!”



Tactic 11

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Build Rapport!

- “My best friends name is Ralph, this will be a good conversation!”
- “I love MN and have family there!”
- “Any plans for the summer?”
- “Congratulations on your baby” or “Wow, that was a big surgery, how’s it going?”
- “Yes, that is a large balance. I have been there and I got through it little by little, and so will you, let’s look at some payment options.”



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Tactic 12

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Use Assumptive Statements

- “How was your meal?”
- “What was the best part of your meal?”
- Assumptive Statements:
 - Builds Loyalty
 - Confirmation of Experience
 - Sets stage for positive mindset



Multiple listings/accounts

“Well, I can see that you have been a patient of ours for a long time...thank you for trusting us with your health!”





“I can see that insurance did process and out of the \$3,450, they covered \$2,200! Last time you were on a payment plan of \$179/month. We can use that same HSA card and keep a similar payment plan...”

“I see you have been seen here multiple times, though I’m sorry to hear that your last time was less than spectacular. We really strive for best in class. If you would please let me know the situation and I can best explain our process for you.”



Questions?

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