

NEWS RELEASE



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For Immediate Release

HALIFAX REGIONAL OFFERS ENHANCED PAYMENT OPTIONS

Online Bill Pay Aims to Improve Patient's Financial Experience Following Care

ROANOKE RAPIDS, NC (September 4, 2015)—Halifax Regional Medical Center is excited to announce a cloud-based platform that allows patients to make secure online payments. Through a partnership with Patientco, a leading provider of payment automation solutions, Halifax Regional is now able to facilitate an easier payment experience for patients and simplify internal patient billing and payment processes.

Halifax Regional recognized the need to leverage technology to help address challenges and opportunities with regard to increased patient financial responsibility of medical bills. With Patientco's easy-to-use, patient-friendly solution, the organization is able to enhance the patient's financial experience following their care. As a result of implementing this new platform, patients of Halifax Regional now have access to:

- Flexible payment options. By giving patients the choice of how to pay – in cash, check or credit card via phone, mail or online – staff can reduce financial anxiety and make patients feel more engaged and confident in the quality of care.
- Easy-to-understand billing statements. Statements designed with the patient in mind by using elements such as icons, clear layout, simplified language and color to ensure that patients have a clear understanding of their responsibility.
- Secure patient engagement tools. Gives access to a Health Insurance Portability and Accountability Act (HIPAA) compliant portal that allows patients to easily manage, pay, and securely communicate with the hospital about their healthcare needs.

For more information about Halifax Regional's online bill pay and other payment options, call Carl Ferebee, patient financial services manager at 252-535-8147 or Kathy Heath, collections supervisor at 252-535-8135.

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About Halifax Regional

Halifax Regional Medical Center is licensed for 204 beds, including psychiatric and nursery. A non-profit organization, Halifax Regional is fully accredited by the Joint Commission. For more information, visit www.halifaxregional.org.

About Patientco

Patientco is a leading provider of patient payment automation solutions designed to increase revenue and cut costs by simplifying the payment process for patients and streamlining the patient revenue cycle for providers. Patientco's suite of proprietary cloud-based technology tools produces easy-to-understand statements, offers patients their choice of secure payment options, facilitates direct provider-to-patient communication and automates traditionally manual back-office processes for providers. To learn more, call 888-747-2455 or visit info.patientco.com/providers