

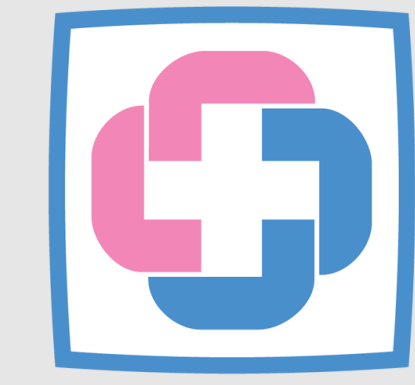


Singapore Healthcare Management 2023

Digital shift

Transition to virtual "counter" for patient billing-related enquiries

Chang Tian Ya Rachel
Yeo Bee Chin Karen
Prabah Alagar
KKH Business Office



KK Women's and Children's Hospital
SingHealth

AIM

Empowering our patients and caregivers to perform billing related transactions at their convenience effectively and remotely

PATIENT BILLING SERVICES

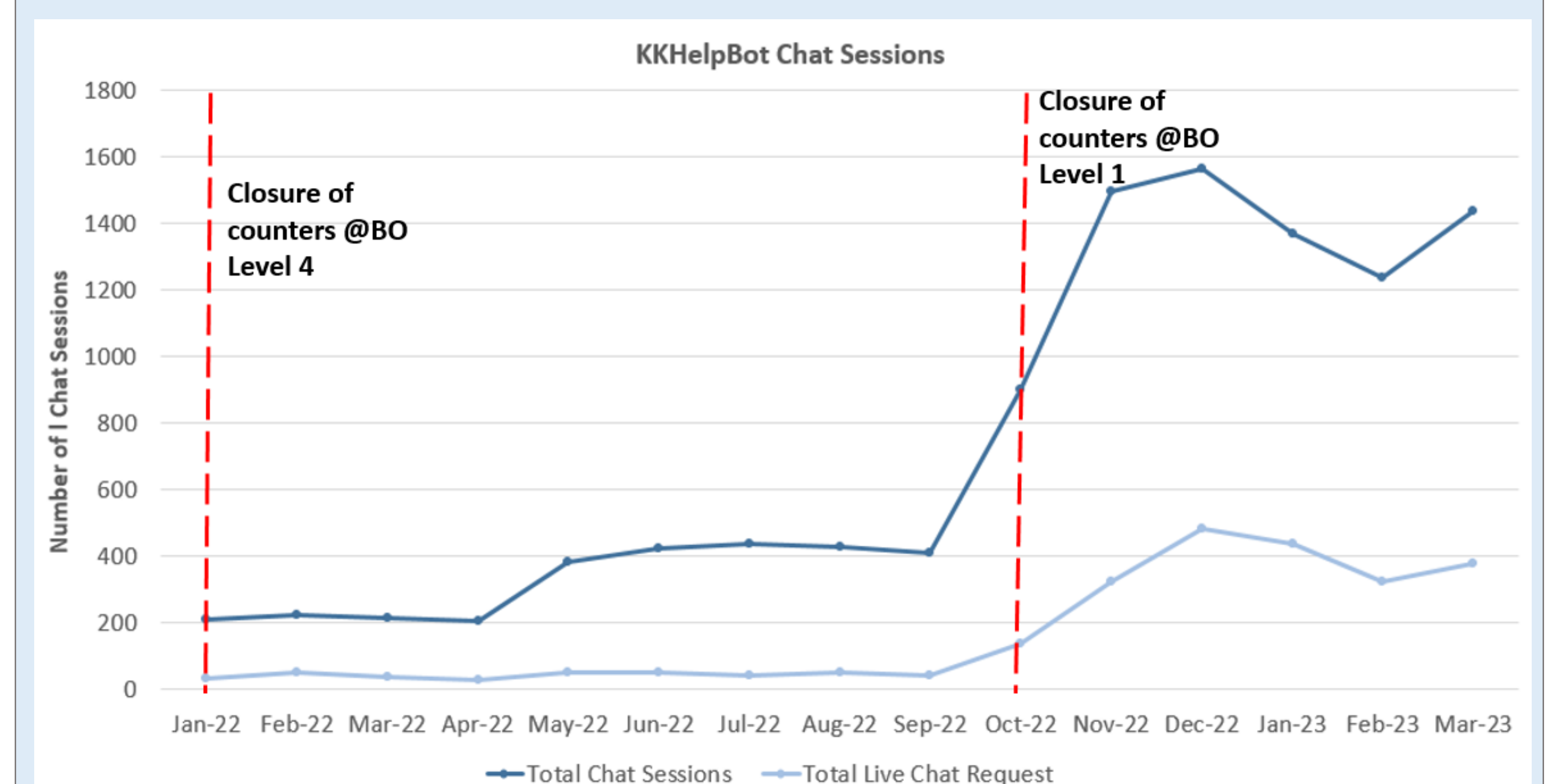
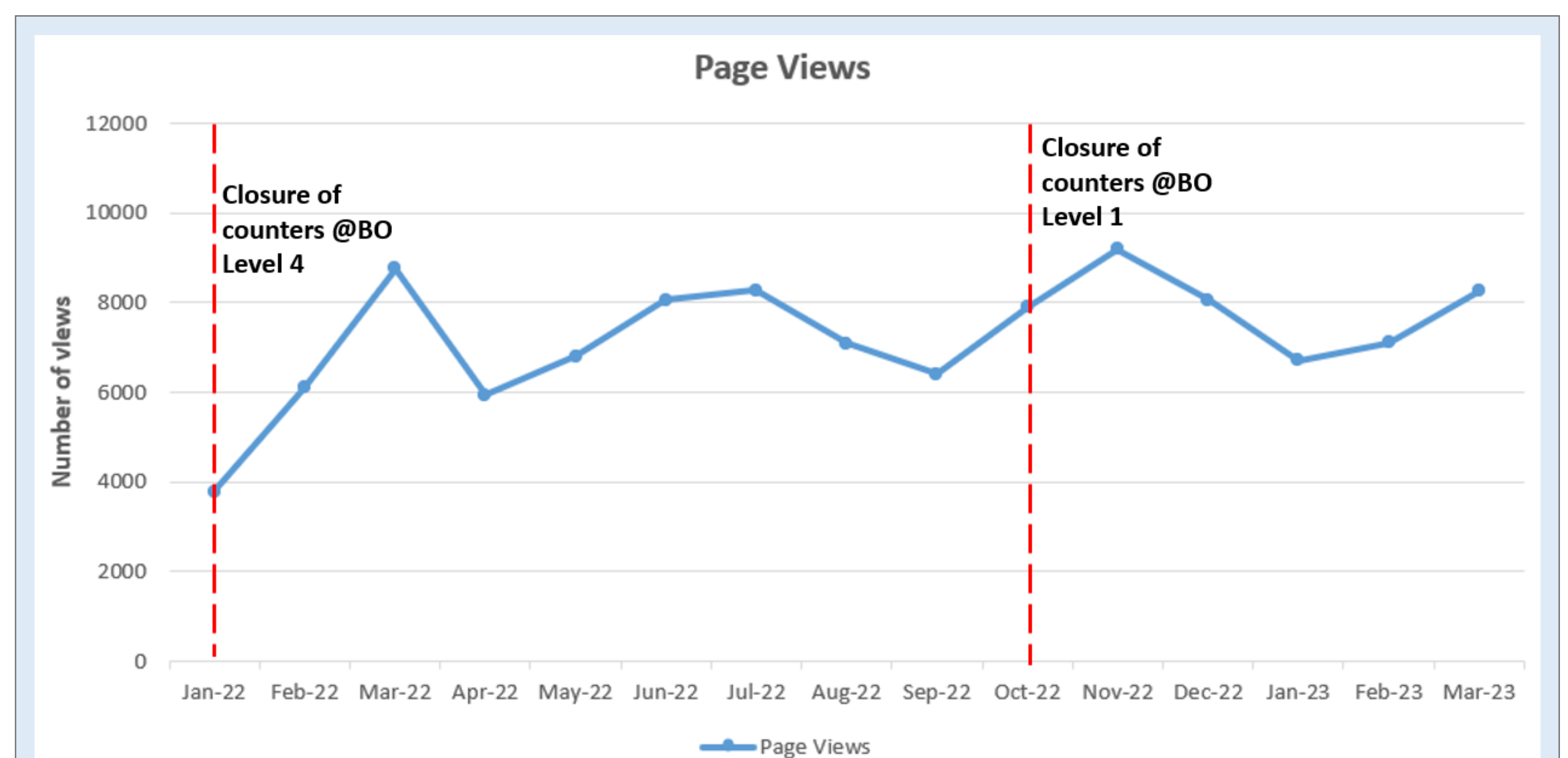


WHAT YOU CAN FIND HERE:

- Request for physical final bill
- How to apply for Financial Assistance
- Payment and Refund enquiries
- KKHelpBot
- More information on your bills and other relevant matters



RESULTS



METHODOLOGY 1 – Patient Billing Services (PBS)

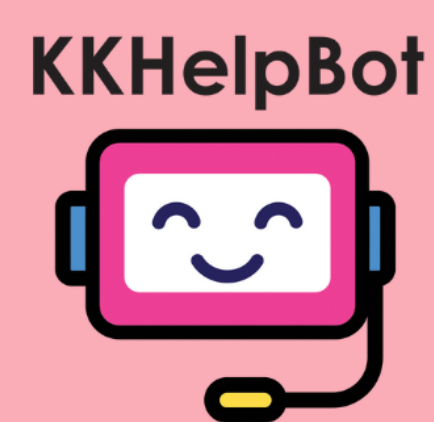
One stop portal built for our patients and caregivers to access billing and payment related information, and services offered by Business Office.

The billing content is structured and organised by topics for easy reading.

METHODOLOGY 2 - KKHelpBot

With her capabilities of Natural Language Processing (NLP), contextual understanding, bite size responses and live agent support, KKHelpBot provides comprehensive and user-friendly billing experience for our patients and caregivers.

**Have a billing Enquiry?
Chat with us today!**



CONCLUSION

Ahead of the gradual removal of physical counters by October 2022, Business Office has created clear communication and support channels: **Patient Billing Services** landing page, and **KKHelpBot** (with live agent support).

- ✓ Ensure our patients and caregivers receive continued assistance on their billing matters, at their own convenience.
- ✓ Empower them with knowledge in healthcare finance at their finger tips.
- ✓ Strike a balance between digital innovation and maintaining a personal connection with patients and caregivers throughout their healthcare journey with KKH.

Following the gradual close of counters, there were significant changes:

- ✓ increasing page views of our PBS landing page.
- ✓ growing number of chat sessions, and live chat requests on KKHelpBot with average chat experience ratings of more than 4 out of 5★
- ✓ Numerous positive feedback received on improved patient experience:
 - “I love this chat, it can solve my issue in a minute”
 - “Live chat is more effective than a phone call”
- ✓ Less frustration, tiredness and time wasted to wait at counter for payment and other transactions.
- ✓ Patients and caregivers can access multiple platforms for billing services and transactions, 24 hours around the clock.
- ✓ Availability of comprehensive billing information online, promotes patient education.
- ✓ Reduce risk of infection through face-to-face interaction over the counter.

I'm always here for you

