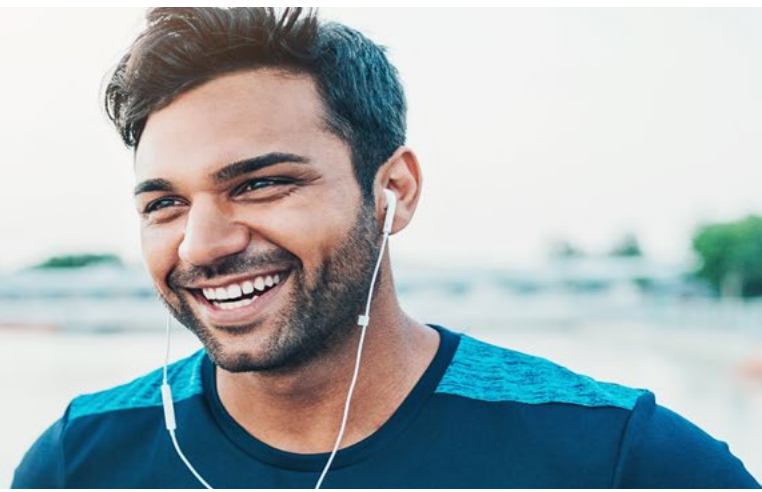


# Affordable Patient Financing

for Men's Health



## Automate and Outsource Patient Financing & Payments

As patient self-pay payments become a growing share of Men's Health, it's critical to maintain a consistent and customer friendly approach to patient payments. HiLite Pay is an end-to-end patient payment and financing solution designed to easily integrate into your existing systems and workflows.

It delivers automated statements while offering easy online and mobile payments. You also get clear insight into A/R collections and performance. Our financing options help make your services affordable to patients. Improve the patient experience and deliver better financial results for your imaging center.

## Patient Outreach

### Current Balance 0-30 days

#### Text & Email Statement



Our "always on" payment applications are available 24/7 and integrate seamlessly with your existing systems. HiLite Pay automates repetitive tasks and eliminates costly mistakes.

- Automated electronic & paper statements
- Payments integrate into existing systems
- Patient payment portal
- Patient financing options
- 24/7 Customer Support

#### Online & Onsite Payment



#### Patient Payment Portal



#### 24/7 Customer Support



### Past Due 30 - 120 days

#### Past-Due Notice



Past due notices are automatically sent by text and email, and patients can pay by clicking a link on their statement.

HiLite Pay offers financing options that help relieve the burden of healthcare debt without the high cost of health care credit cards.

HiLite customer support is always available to answer billing questions and explains the patient's responsibility, reducing the burden on your staff.

#### Patient Financing



#### 24/7 Customer Support



### Debt Collection over - 120 days

#### Pre-Collection Notice



Before an outstanding balance reaches 120 days, a pre-collection notice is sent to patients. HiLite customer support continues to work with patients to help resolve outstanding balances, and can take payments over the phone or direct them to our financing solution options.

Our philosophy is to avoid collections and offer an empathetic approach to financial responsibility, sending to collections only as a last resort.

#### Patient Financing



#### 24/7 Customer Support

