

Expanding Healthcare Payment Options

The AMA and First National Merchant Solutions Take the Pain Out of Patient Payments

The Challenge

As consumers take on more responsibility for healthcare costs, providers are coming under greater pressure to provide convenient payment options that efficiently integrate with office operations and limit risk. From traditional paper checks to credit, debit and prepaid cards, consumers use a variety of options to pay for retail goods and services, and they prefer the same options when paying for out-of-pocket healthcare costs. The challenge for office managers and practitioners is determining what types of payment options to provide, and how to provide them.



The Solution

For more than 10 years, the American Medical Association (AMA) and First National Merchant Solutions® have been working to expand physicians' payment options without disrupting clinic practices. As AMA's sponsored provider of payment acceptance services, First National Merchant Solutions has helped more than 7,000 AMA member practices affordably and effectively accept card-based patient payments.

"Physicians' time is very valuable. The last thing they need to worry about is office finances," said Mat Kremke, manager of strategic partnerships for AMA. "With First

National we're able to offer our members a way to accept card payments, streamline back office processes, and cut the time they need to focus on finances so they can spend more time on patient care."

AMA members expanding their payment options have improved collections and increased cash flow since there is no waiting for paper checks to arrive or clear. Risk, paperwork and operating costs have also been reduced because the card authorization process protects against fraud and the paperwork associated with accepting checks is eliminated.

Additional benefits of accepting credit, debit and prepaid cards include:

- The ability to set up recurring payments for monthly payment options
- Reduced receivables
- Lower billing-related expenses
- A more efficient and faster patient check-in process

"Processing rates with First National Merchant Solutions are very competitive, but their service is the real differentiator," Kremke said. "We've never had a problem they haven't been able to solve. They make it very easy to begin accepting card payments and easy to switch over. That level of support, and the stability of their organization, has led us to continue, and expand our relationship."

In addition to card processing services, First National Merchant Solutions offers AMA members prepaid card issuing and management solutions for a variety of prepaid programs, including payroll, employee incentives and patient rewards.



Challenge:

Healthcare providers need to provide convenient payment options for their patients that efficiently integrate with office operations and limit risk

Solution:

First National Merchant Solutions

Results:

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Mat Kremke,
Manager of strategic partnerships, AMA

With more than 50 years of experience in the processing industry, a reputation for superior service, and backing of the largest privately held banking institution in the United States, First National Merchant Solutions provides payment acceptance solutions that benefit medical offices of all sizes.

For more information, visit www.fnms.com