

Barriers Preventing Investments in the Patient Financial Experience

Percent of executives that selected rank

	Rank 1	Rank 2	Rank 3
Insufficient tools/automation capabilities	10%	17%	17%
Competing priorities	20%	10%	10%
Difficulty to scale personalized engagement	7%	10%	20%
Lack of clinician engagement	7%	13%	13%
Lack of patient education	10%	10%	10%
Decentralizing billing offices	10%	13%	3%
Payer relations	13%	13%	n/a
Regulatory requirements	10%	3%	10%
Inaccurate data	7%	7%	10%
Inability to estimate OOP costs	7%	3%	3%

Source: Health Management Academy