

Modernizing Healthcare Payments

Exploring the Opportunities,
Challenges & Solutions

Presented by:



Christina Lucero
Sr. Product Manager,
Emerging Payments
Onbe



Jodi Augenstein
Sr. Manager,
Partner Operations
WebMD Health Services



Damien Glista
VP, Relationship
Management
Onbe

A woman with grey hair and glasses is looking at a document. The text 'Value beyond currency™' is overlaid on the image.

Value beyond currency™

Agenda

1. Welcome and Introductions
2. Digital Transformations in Healthcare,
Trends in Payments
3. Fireside Chat Discussion with WebMD
Highlighted Use Case: Employee Wellness Incentives
4. Wrap-up
5. Q&A
6. Thanks



WebMD Health Services is part of the WebMD family. For over 20 years, we have been designing well-being programs that help to motivate and guide smarter wellness decisions, leading to improved outcomes and satisfied participants. We offer solutions for employers, health plans and public sector.



Jodi Augenstein

Senior Manager, Partner Operations
at WebMD Health Services

Jodi has worked for WebMD for 16+ years and is passionate about establishing and maintaining strong partnerships with reseller partners.

She currently manages a team of Screening Coordinators and Vendor Managers who are subject matter experts in the wide variety of partner services WebMD leverages to provide our clients with comprehensive well-being solutions.



Onbe is a fintech that manages and modernizes business-to-individual disbursements, helping you pay the way the world is going: fast, convenient, and packed with choice.



Christina Lucero

Sr. Product Manager, Emerging Payments

Christina Lucero joined the Product Management team at Onbe in 2022 where she is focused on emerging markets and payments. She has spent the last few decades at the intersection of Finance and Healthcare technology. As a former Analyst and thought leader, her focus has been on bringing product solutions to clients that enable modernization and strategic direction in the digital age.

Digital transformation is shaping the future of healthcare

The digital health market projects growth of **USD 207.34 billion** from 2020 to 2025, registering a CAGR of 20.16%.*

99% of U.S.-based health system leaders say **it's important for their organizations to actively invest in digital transformation.****

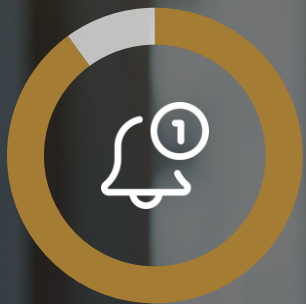
56% of health finance & insurance companies and **66%** of healthcare organizations are **investing or planning to invest in digital systems** for accounts payable.***

With digital transformation comes evolving consumer preferences

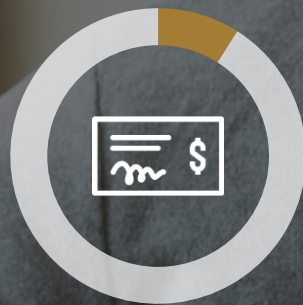
Onbe's 2023 Future of Payments Survey found that consumers increasingly expect payment experiences that integrate seamlessly with their digital-first lives.



70%
Prefer digital and electronic disbursements.*



90%
Prefer to receive digital notifications when they are owed a payment.*




only 9%
of consumers want to pay medical bills with a paper check.**

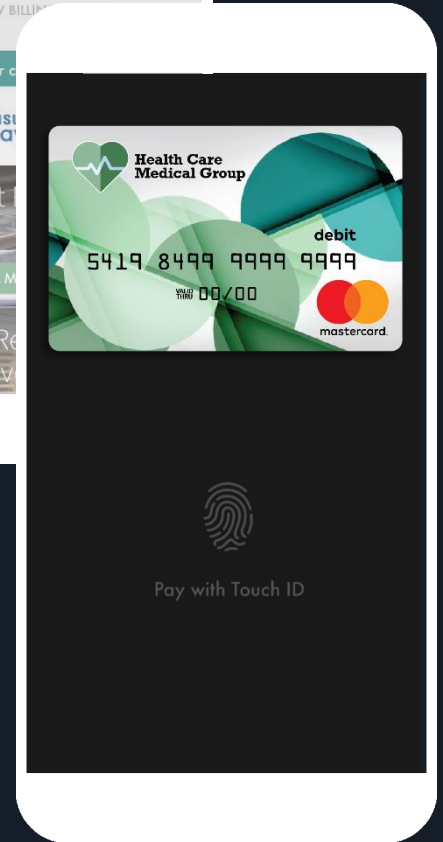
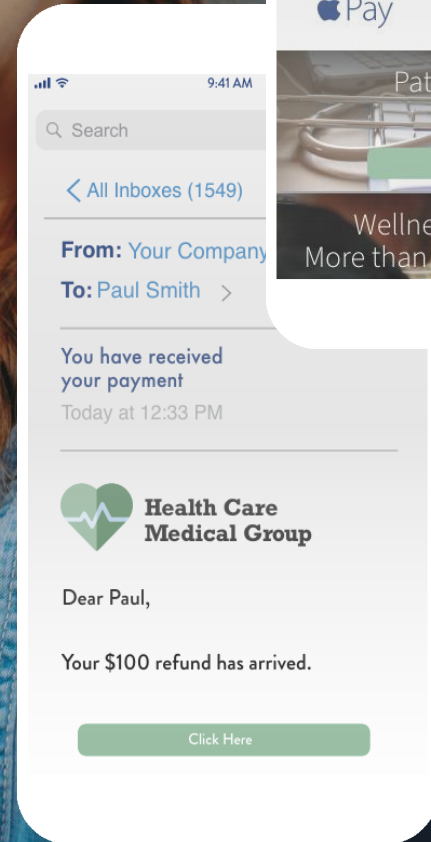
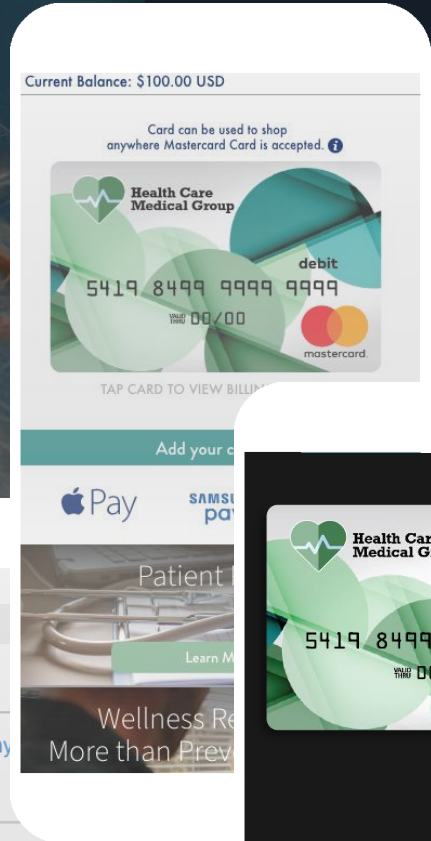


57%
of patients prefer using an online portal or mobile app to pay healthcare bills.***

Sources:
*Onbe 2023 Future of Payments Survey
** Instamed/J.P. Morgan
*** U.S. Bank

Closing the gap between healthcare payout capabilities & consumer demands

-  Faster access to funds
-  Payment choice
-  Ability to access funds anywhere
-  Security & fraud protection
-  Clear communications





Use Case: Employee Wellness Incentives

Opportunity

WebMD Health Services provides corporate well-being programs that empower employees to earn rewards for doing activities like health assessment, fitness challenges or attending health coaching. WebMD wanted to provide fast, convenient access to rewards, encouraging employees to take action for better health.

Solution

WebMD implemented Onbe single-load digital payment solutions for the majority of its clients' programs. Clients can opt to either offer virtual payments, exclusively, or provide the employee's choice of several digital payment options. The solution provides:

- Instant gratification
- Reliable delivery
- Custom-branded communications

Promoting health care equity through payments

Faster payment options for the unbanked help to meet diverse needs and preferences.



~ 19%

of U.S. households are unbanked or underbanked.*



Income and wealth gaps are one of the biggest social determinants of healthcare inequity. **



The value of partnering vs. building

Working with a fintech partner empowers healthcare & life sciences organizations to deliver modern payment experiences through turnkey and customizable payment solutions that offer:

- Agility, speed to market and increased market reach
- A low code/no code approach to standing up programs
- Cost savings
- Compliance expertise and fraud mitigation/management
- Go-to-market support



Summary

Opportunity

As healthcare organizations continue to invest in digital transformation, they have the opportunity to deliver more modern, equitable payment experiences that fit consumers' digital-first lives.

Solution

Partnering with a fintech such as Onbe can unlock opportunities to securely, cost-effectively deliver on evolving patient and consumer payment preferences while streamlining payment administrative processes.

Partner with us today.

Contact us at learnmore@onbe.com for a free evaluation with one of our payments experts.

Appendix



Use Case Patient Refunds

Opportunity

74% of patient refunds are sent by check* even though just 9% of patients prefer making healthcare payments by check.** Healthcare organizations have the opportunity to meet patients' expectations for fast, secure refunds that align with their digital-first lives.

Solution

Physical prepaid cards with digital choices such as push pay meet healthcare organizations' need for secure refund solutions while offering patients options such as:

- Immediate online and in-store spend
- Adding funds to a mobile wallet
- Push pay and other payment choices

Sources:

*Aite-Novarica Group

** Instamed/J.P. Morgan



Use Case Clinical Trial Compensation

Opportunity

The median Phase I clinical trial compensation was \$3,070 in 2021.* Paying participants securely, with modern payment choices, is key to ensuring satisfaction and reducing the payer's risk and administrative burden.

Solution

Secure, cost-effective payment solutions such as physical or virtual prepaid cards make it simple to compensate participants and deliver the seamless payment experiences they're looking for. Organizations can also offload:

- Escheatment management
- Fraud handling
- Customer service

Sources:
*Research study, "Phase I trial compensation, 2021"



Use Case Medical Loss Ratio (MLR) Rebates

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Opportunity

8.2 million consumers were owed MLR rebates in 2022.* While rebates are typically issued by check, payers have the opportunity to reduce the cost of payment administration by switching to a more modern payment method.

Solution

Solutions such as physical or virtual prepaid cards offer a secure alternative to checks for MLR rebates, providing a modern experience for recipients while empowering payers to offload:

- Escheatment management
- Fraud handling
- Customer service

*Source: Kaiser Family Foundation

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