



Self Pay & Patient Collections in Behavioral Health

Financial Clarity Without Compromising Care

			
Therapeutic Relationships	Emotional Sensitivity	High Visit Frequency	Continuity of Care

"Transparency prevents conflict. Structure reduces anxiety."

When these align, Revenue & Patient Trust both improve.

TRANSPARENCY	CONSISTENCY	SEPERATION OF ROLES	COMPASSION WITH STRUCTURE	COMPLIANCE
Reduced Patient Anxiety	Improved Cash Flow	Protected Relationships	Increased Access to Care	

Want to optimize your BH collections strategy? DM us or visit zmarkhealth.com



Setting Financial Expectations the Right Way







Before the First Appointment

Most unpaid balances start with unclear expectations.

Insurance Verification	Clear Financial Explanation	Written Financial Policy
<ul style="list-style-type: none"> ✓ Copay & Deductible ✓ Telehealth Coverage ✓ Session Limits 	<p>"Your copay is \$40 per session."</p> <p>"Sessions apply to your deductible until met."</p>	<ul style="list-style-type: none"> ✓ Copay Policies ✓ No Show Fees ✓ Payment Terms

"I'm sorry, but your copay is due..." >>> "Your copay today is \$30."

Copays are predictable. They should also be predictable to collect.

			
Card of File	Reminders	Auto Payments	Patient Portal

Automation reduces awkward conversations.

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Structure, Sensitivity & Sustainability



1. Post EOBs in 48-72 Hours
2. Send Clear Statements Once a Month
3. After Receipt: Follow up at 30 / 45 / 60 Days

Avoid "surprise billing" after dozens of visits.

Payment Plans Done Right

- ✓ Minimum Threshold
- ✓ 2-6 Month Duration
- ✓ Written Agreement
- ✓ Patient Portal

"I'm calling to review your balance and help find a manageable solution." 

Compliance & Sustainability

No Routine Copy Waivers

Document Discounts



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