

Discussion on Outpatient Charge Management of Internet Plus Public Hospitals

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Abstract: In order to implement the healthy China strategy, prevent the risk of outpatient charges, improve the management level of outpatient charges in public hospitals, Internet plus measures are taken to strengthen the management of outpatient charges, promote the application of electronic invoices in outpatient services, and strengthen the financial audit of outpatient charges, which will greatly help to improve the management of outpatient charges in hospitals.

1. Introduction

The research report pointed out that we must adhere to safeguarding and improving people's livelihood in the process of development, promote the construction of a healthy China, and give priority to the development of people's health. Public hospitals play an important role in the health China strategy, which shows that the country has placed people's health in the strategic position of priority development, and provides the basic guidance and action guide for the health industry to continue to improve and optimize the medical and health service system on the new way to catch up with the exam, and constantly enhance the sense of reform, security and health well-being of the general public.

As an important window of hospital external service, outpatient fee is not only the focus of financial management, but also represents the external image of the hospital. Based on this, it has become the focus of hospital reform at the current stage to optimize the work flow of outpatient fee, rationally allocate medical resources and relieve the working pressure of outpatient department^[1]. From 2005 to 2010, many scholars analyzed the status quo of outpatient fee window service and made a preliminary discussion on outpatient fee window service. Peng Yingchun and other scholars analyzed the efficiency of outpatient fee window service process by using the queuing theory^[2]. From 2012 to 2015, experts and scholars published thinking and analysis on optimizing the process of outpatient charging service and dealing with complaints about outpatient charging service, and proposed some specific measures to improve the service process according to the actual development needs^[3-4]. Advocate humanized service^[5]. From 2016 to 2022, people gradually deepened the research on outpatient fee-based service, analyzed the complaints about outpatient fee-based service, and proposed corresponding improvement measures to improve the service level of the hospital and

reduce patients' complaints about fee-based service^[6]. Explore some loopholes and problems existing in hospital outpatient fees, and put forward management measures^[7]. Explore the optimization path of outpatient fee business process, hoping to further improve patient satisfaction and ease doctor-patient relationship^[8-10].

At present, there are two main problems: the low service quality of outpatient charging window and the financial risk of outpatient charging:

1.1. Main Problems in Outpatient Charging Window Service

1.1.1. The Waiting Time for Payment at the Outpatient Charging Window is Long

Although the "three long and one short" medical treatment in public hospitals has improved in recent years, with the continuous popularization of universal medical insurance, there are problems such as filing in the settlement of medical insurance in different places. When the settlement is not successful, the toll collector needs to explain the problems related to medical insurance to the patient, increase the waiting time of the patient in line, and ensure safety, Refunds for patients also need to be handled at the window, which will also increase the queuing time of patients.

1.1.2. The Attitude of the Toll Collector is Poor, and He Doesn't Pay Attention to the Way of Speaking

Some toll collectors have a poor attitude towards patients, even lack patience, and do not allow patients to obtain a satisfactory service experience. For example, patients feel that the toll collectors speak simply and in a harsh tone. Repeated inquiries from a few patients will show impatience and make patients feel dissatisfied.

1.1.3. Poor Sense of Responsibility, Lack of Professionalism and Respect for Patients

Some toll collectors are not serious enough about their work and make some mistakes when serving patients, such as typing the patient's name and gender incorrectly when creating a card, which not only causes inconvenience to the patient's follow-up diagnosis and treatment, but also may cause unnecessary contradictions and even disputes when the patient travels back and forth. On the other hand, Outpatient fee collectors are the long-term development of financial management. They only pay attention to business and account management, but do not pay enough attention to the service work of the window. There are certain difficulties in improving the responsibility and professionalism of fee collectors.

1.1.4. Poor Coordination Between Toll Office and Relevant Departments

If the toll office and the relevant departments do not coordinate and communicate in time, it will cause trouble to the patients and the follow-up work of the hospital, delay the patients' journey, cause the patients to go to and from both departments but cannot solve the problem, which not only causes inconvenience to the patients, but also wastes the time and energy of the patients.

1.1.5. The Division of Hospital Outpatient Charge Functions is Unreasonable

Some hospitals charge outpatient fees separately from the card registration room, and some are comprehensive windows (registration, charging, card establishment, recharging, and settlement). The different functions of outpatient fees in different hospitals will cause problems for patients to pay fees; At the same time, in order to facilitate the payment of fees by patients, charging windows are set up on each floor of the outpatient department of large hospitals. The charging windows are characterized

by many points, wide areas and long lines. The window service load is large, which adds some difficulties to the service management. Without clear guidance, it is easy to misdirect patients. With the application of Internet hospitals, patient information is on the computer system. Some online information system technical problems can only be uploaded by the toll collector. The patient can only go back and forth between the two departments to find a solution to the problem, causing the patient to run back and forth and other unnecessary troubles, wasting the patient's time and energy, It has caused inconvenience for patients to seek medical treatment.

1.1.6. The Performance of Toll Collectors Lacks Scientific Evaluation System

At present, it is not easy to refine and conduct qualitative and quantitative assessment on the service quality of toll collectors. Most hospitals use a single bonus assessment index for the assessment of toll collectors, and the bonus distribution is based on the individual workload and is based on the principle of getting more for more work. The bonus distribution mechanism based on workload accounting is difficult to reflect the service quality of toll collectors, and is not conducive to mobilizing the enthusiasm of toll collectors to improve the service quality.

1.2. Financial Risk of Outpatient Fees

There is no uniform standard for the amount of petty cash of toll collectors, which can not be monitored in real time. The amount of the toll collector's reserve fund lacks a set of management standards, and the amount cannot be too small or too large, otherwise it will be inconvenient to carry out the work or increase the risk, and this part of the fund can not be supervised every day, and there is no one to supervise the check and verification of the reserve fund, which brings great hidden danger to the hospital.

The third party payment provides convenience for the toll collector to collude with it. The opening of multiple payment methods facilitates patients, but also has certain risks, because there may be the risk of collusion between toll collectors and various third parties, which poses a great threat to the accuracy of hospital data reports.

The opaque operation of the unit on credit. There are also certain risks in the hospital's cooperative credit units, which may lead to abnormal changes in the hospital's report data, and the credit of the credit units cannot be effectively assessed, and it is not possible to know whether the credit units have opaque operations in a timely manner, let alone to stop the corresponding actions in a timely manner.

The risk of statement interception by toll collector. Some toll collectors may intercept hospital statements for various reasons, which will bring huge instability to the cash flow of the hospital. The cash flow is related to the daily activities of the whole hospital. If its stability and adequacy cannot be guaranteed, the hospital's financial security will fall into a huge risk.

2. Countermeasures

2.1. Outpatient Charging Window Service Management

Optimize the outpatient charging process and functional division, reasonably set up the charging card registration window, simplify the procedures, and realize multiple payment channels. Patients who can solve problems by telephone or online do not need to run through multiple departments, to avoid the dissatisfaction of patients caused by the complex payment time of the charging window business.

The toll collector shall wear uniform and pay attention to appearance and service attitude.

Formulate outpatient charge complaint strategy, improve the comprehensive quality of toll collectors, train toll collectors in professional operation, service concept, medical insurance policy and other relevant knowledge, pay attention to the working and living conditions of toll collectors, create a good department cultural atmosphere and working environment, cultivate and strengthen the sense of responsibility of toll collectors, and bring a good working attitude to ordinary work positions;

It is to assess the performance of toll collectors from energy-based hard indicators of workload and non-quantitative soft indicators of service attitude and service quality, so as to stimulate the enthusiasm of toll collectors and better serve patients;

It is necessary to set up a survey on the satisfaction of the toll collector, assign a special person to be responsible for the assessment and link it with the performance. The purpose is to improve the service quality, urge all staff to take responsibility for correcting the patient's dissatisfaction, and encourage them to make continuous improvement.

2.2. Risk Control of Outpatient Charges

2.2.1. Internet Plus Outpatient Fee Management

In order to standardize the use of the toll collector's petty cash and reduce the hospital's management costs, the hospital can consider cooperating with a third party. The third party must have a perfect fund management system and have good credit. The hospital does not need to pay extra supervision costs for the petty cash. If necessary, the third party can provide small change exchange every day. The hospital can also take the way of collecting cash from a third party to put the hospital's cash into a verifiable and controllable supervision to ensure the safe use of cash. In addition, the hospital should send special financial personnel to check the statement of the toll collector and the payment slip of the third party in time to ensure the consistency of the statement and the payment slip of the third party, and deal with the inconsistency of the amount found in time, Prevent risks in advance, and take timely measures when finding possible risks.

The informatization construction of hospital outpatient charges is a place where every hospital has invested a lot of money. The outpatient charges have gone from the original manual operation to the full informatization today. The outpatient card building and registration charges have realized online payment, self-service machine payment, scanning code payment, face-to-face payment, etc. through the network platform, manual windows, and the Internet, relying on WeChat, Alipay and other payment methods, saving the time for patients to see a doctor, It brings great convenience to both doctors and patients. The charging staff reduces the cash count, and both doctors and patients can avoid the risk of keeping a large amount of cash, speed up the work efficiency, provide more patient, considerate and detailed services to patients, improve the service quality and improve patient satisfaction.

2.2.2. Outpatient Electronic Invoice Application

According to the Notice on the Comprehensive Implementation of the Management Reform of Medical Charge Electronic Bills issued by the Ministry of Finance, "the management reform of medical charge electronic bills will be fully implemented by the end of 2020, and the use of medical charge electronic bills will be promoted". The implementation of medical electronic bills is a unified national regulation. The implementation of medical electronic bills has implemented paperless bills, which is a part of the protection of the earth's environment from a large point of view. From a small point of view, the working efficiency of personnel in various links such as finance, unit finance, and specific invoicing has been improved, which can reduce printing equipment, divert the first-line toll collection personnel from the window to strengthen the audit and inspection work, and greatly reduce

the human cost of the hospital, It also avoids the impact of patients' loss of medical bills on the reimbursement and refund process. There is no need to use a special warehouse to keep a large number of bills. It is not convenient to find the loss. The electronic medical bills can be printed repeatedly. The authenticity and reliability of the bills are guaranteed. It conforms to the current situation that medical insurance and insurance can be reimbursed in multiple ways.

2.2.3. Strengthen the Financial Audit of Outpatient Fees

In order to control risks, we must strengthen the financial audit work, ensure the reconciliation with the bank and the third party, and deal with the different accounts in a timely manner. If the information technology engineer is required to deal with the system data information, we should submit a written application to both parties for signature and confirmation and submit it to the financial department for future reference. Hospital outpatient fees also need to be paid for medical insurance. There are many medical insurance policies to be implemented, which need the supervision and implementation of relevant departments. The information system should be improved and controlled by the system. Some hospital toll collectors also undertake the registration work, and the definition of some personnel who are free of diagnosis fees should be added by the relevant departments, not by the toll collectors who are both added and executed, so the lack of supervision will also cause risks.

In order to improve the moral level and professional quality of the toll collector, it is also necessary to ensure that the background financial personnel can check the data statement with a third party in real time, observe whether there is any abnormal situation in the report data, and take timely measures to reduce the possible adverse impact of the abnormal situation. At the same time, such real-time monitoring of the data can shorten the reconciliation time and improve the work efficiency of the toll collector, It is conducive to the high-speed operation of the hospital.

The hospital shall timely check the statement of the toll collector and the details of the account that has occurred, make clear the accounting of each account that has occurred, register it one by one, timely report the problems that are found to be inconsistent with the details, find out the reasons, and control the various risks caused by the opacity.

3. Conclusion

Public hospitals have advanced medical equipment, first-class medical technology and services, and more patients come to see them. Outpatient fees are an important window for the external image of the hospital, the main source of hospital income, and an important part of the hospital's economic activities. Through Internet plus+outpatient charge management, the relevant management departments of the hospital jointly formulated relevant optimization and rectification measures for outpatient charge services. The work of the outpatient charge office of the hospital has undergone great changes, and the once frequent medical disputes, patient complaints and other phenomena have declined year by year; Facts have proved that as long as supervision and management are strengthened and unremitting efforts are made, the quality of outpatient fee management and window service will continue to improve.

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