



American Healthcare Lending Increases Upfront Customer Payments by 200% with DocuSign for Salesforce

Summary

- Streamlined Sales contract and HR processes
- Boosted customer payments by 200%
- Saved \$90 per contract based upon 2,500 contracts sent per year
- Cut time to obtain signatures by 55%

Founded in 2009 and based in Salt Lake City, Utah, American HealthCare Lending is a financial services company that serves healthcare providers and patients nationwide. Its customers are healthcare providers in the dental, cosmetic, fertility, behavioral health, and other elective medical verticals. The company's web platform allows healthcare providers in 43 states to instantly present patients with multiple financing options at the point of treatment, to help them pay for procedures not covered by their insurance. Customers work with American HealthCare Lending because it offers the best rates in the industry, and because it is the only finance provider to offer multiple lenders on the same platform. Using DocuSign, American HealthCare Lending has successfully eliminated the costs associated with paper contracts, accelerated processing by automating manual steps, and ensured contract accuracy.

Challenge

The mission of American Healthcare Lending (AHCL) is to "Make Healthcare Affordable™" by contracting with healthcare providers and offering a technology platform that sits between sources of financing and the patients who need that financing. AHCL seeks to bridge the medical coverage gap for patients with limited or no insurance and to assist with out-of-pocket payments for procedures not covered by insurance. Ultimately, healthcare providers who are customers of AHCL refer their patients to the AHCL financing platform to receive loan offers to help pay for treatment.

According to Nick Sorensen, Chief Operating Officer, keeping operations fully digital is "crucial" as AHCL's sales



“American Healthcare Lending achieved a 200 percent increase in the number of providers that will pay upfront for services in part because of the ease of use and enhanced experience via DocuSign.”

Nick Sorensen

COO, American Healthcare Lending

and customer success operations must remain online and in sync with its CRM system, Salesforce.com. Prior to deploying DocuSign, American Healthcare Lending unsuccessfully partnered with an eSignature provider and endured a subsequent 18 month period of dealing with the hassles, costs and lack of security of paper-based contracts. Without a Digital Transaction Management (DTM) platform, AHCL had to manage 20-30 page contracts whose signed copies required printing, faxing, scanning and mailing. On top of organizing paper-based sales contracts, AHCL grappled with the challenge of responsible growth. Future success depended on streamlining processes for customer on-boarding, contracting and other operational tasks as the company continued to rapidly grow.

Solution

With DocuSign for Salesforce, AHCL has been moving full-speed ahead in digitizing its business. Beginning with its inside sales team, AHCL used DocuSign's DTM platform to quickly automate the sales process by digitally organizing all contracts and documents to



easily obtain customer signatures to close deals. After a successful first “use-case,” Sorensen and Operations Manager Corey Crellin brainstormed how else the company could use DocuSign. This pattern of successful automation and simplification continued with AHCL’s human resource processes, channel partner programs, employee on boarding, and its product development and code release processes.

Results

Each quarter AHCL sends more than 600 digital transaction requests with DocuSign, or approximately 2,500 per year. Since implementing DocuSign for Salesforce in 2013, AHCL reports a huge return on investment in terms of finances and operational resources.

Sorensen says “With DocuSign’s DTM platform, we have saved about 55 percent of time in retrieving contracts from healthcare providers and more than \$90 per contract.” Such streamlined efficiency also helped AHCL drive a steep increase in customers. Sorensen adds “there has been a 200 percent increase in the number of providers that will pay upfront for services because of the ease of use and enhanced experience with DocuSign.”

AHCL is well-positioned to meet and exceed quarterly sales goals and company objectives because of going digital with DocuSign. AHCL and DocuSign continue to work on additional ways to integrate DocuSign’s

industry-leading DTM platform into AHCL’s financial platform to extend the benefits of DTM to AHCL’s 1,000 healthcare provider locations across the U.S.

To learn more about the AHCL’s use of DocuSign, watch this [video](#). For more information about AHCL visit <http://www.americanhealthcarelending.com/> or read a post on the [DocuSign blog](#).



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For U.S. inquiries: toll free 866.219.4318 | docusign.com

For EMEA inquiries: phone +44 203 510 6500 | email emea@docusign.com | docusign.co.uk

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