

Get Paid Faster!

In any other industry, this would be obvious:

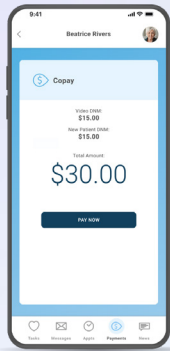
You provide a service.

You get paid.

Simple.

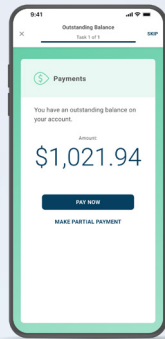
But in healthcare? Patient Payments can be difficult to collect. TrustCare said nope. They use Qure4u's text-based payments' tools, digitized every step, and made it easy for patients to pay. Since TrustCare began using Qure4u they have collected millions and 99% of all due payments are collected before the visit even starts. We sat down with Philip Coburn, COO of TrustCare Health to talk about how Qure4u revolutionized their business.

Meet The Payment Lineup



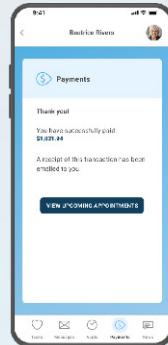
Copayments, simplified

Copayment amounts are captured pre-visit.



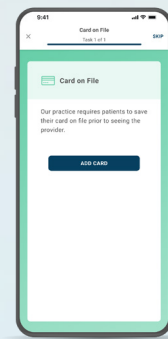
Collect what is owed, without delay

Balances are collected pre-visit or using Qure4u's Card-On-File.



Custom charges? no problem.

Bill for any self-pay or one-time charges and collect instantly.



Get paid faster with Card On File

Prompt patients to securely add a credit card on file before their visit.



Proven in Practice

Q: 100% of your patients are now self-scheduling, what's driving that success, and how has it impacted patient acquisition?

TrustCare sees over 100,000 patients a year and 100% of them are now self-scheduling.

"Patients increasingly expect flexibility and convenience when accessing care," Philip said. "Offering self-scheduling options meets those expectations by letting them book appointments on their own time, whether it's ahead of time or right when they walk in."

At TrustCare Health, patients have options: Patients can schedule from anywhere—right from their own device—or simply scan a QR code at the door to self-register on their phone before the clinic even opens. That means TrustCare can start seeing patients immediately, not 20 minutes into the day. It's more than just convenient, it's operationally smart.

And it's impacting acquisition, too. "Strategically integrating scheduling links across our website and platforms has lowered the barrier to entry. That's helped bringing in new patients."

Q: What has the registration experience, and your 90% pre-check-in rate, been like for both patients and staff since switching?

With Qure4u, patients receive a mobile link and complete check-in before they arrive. The result: a 90%+ pre-check-in rate, less waiting room congestion, and less chaos for staff.

"We've eliminated the chaos of clipboards," Philip said, recalling how they used to spend \$45,000 a year just printing intake forms. "Now patients pay for our registration process with their smartphones."

For staff, the benefits are just as real. "We've drastically reduced scanning, transcription, and manual work. Nurses and front desk staff aren't buried in paperwork anymore."

And that 90% pre-check-in rate? Actually, it's closer to 100% before a patient is seen in the room. "We stopped seeing anyone who wasn't fully registered," Philip explained. "Because that's how we used to end up chasing payments."



Proven in Practice

Q: You've seen strong results with 99% time-of-service collections and improved post-service collections. Can you speak to what's working and how Qure4u has helped drive that improvement?

Collections are the big topic of the day, and for good reason.

TrustCare's results stand out: Over \$2 million in patient payments collected via card-on-file, driving a measurable reduction in patient A/R since launching in the spring of 2025.

The secret? "It's not magic. We will reward our front desk staff."

Every two weeks, staff receive report cards based on what they could've collected—copays, deductibles, past-due balances—and how much they actually collected. Hit the target, and you get a bonus. "If you're making \$20/hour, \$50 makes a difference," Philip said. "And it completely changed how our staff approaches collections."

Technology supports the strategy. Qure4u's workflows make it easy to identify balances, confirm eligibility, and collect payment, right from the patient's device.

"We did take heat early on," Philip admitted. "From patients, from providers. People didn't like giving their credit card upfront. But we built education around it. You trust us with your health—why not trust us to handle a charge? You give Uber your card. You give Netflix your card. Why not your care team?"

Q: How are you using secure texting to boost revenue after the visit?

Secure texting has become one of the most impactful tools in TrustCare's patient engagement toolkit—helping drive follow-ups, streamline communication, and capture more revenue.

"We recently launched a post-visit texting campaign, if someone doesn't feel better 49 hours after a sick visit, they get a link to book a follow-up."

Proven in Practice

That one message alone has resulted in more follow up visits. Oh, and those patients pay ahead of time.

“We’re seeing real impact,” Philip added. “We send the message, give them a path to care again, and it’s all documented in the chart.”

Q: What role does secure texting play in your referral process? Has it helped reduce friction or improved follow-through?

It completely revolutionized how we handle referrals,” Philip said. “We used to call patients, leave voicemails, get callbacks at the wrong time—it was a constant cycle. Now we book the appointment, text the details and contact info, and we’re done. It goes straight to the patient and into the chart. It used to be 1980—spiral notebook and all. Now it’s seamless.”

But texting is doing even more behind the scenes:

Referrals: “Secure texting revolutionized how we refer,” Philip said. “It used to be phone tag and voicemails. Now we text appointment info directly to the patient—with the specialist’s number, not ours—and move on. One and done.”

Revenue: TextPay helps collect post-service balances, too. Patients verify with their birthdate and pay instantly, no portal login required. If a charge exceeds \$100, patients receive a text notification three days in advance.

Nurse Efficiency: Nurses use secure text to handle med refills and quick follow-ups. “What used to be a 3-minute call is now a 30-second text.”

Lab Results: Secure texting allows TrustCare to quickly follow up on abnormal labs, without creating more phone work.

TrustCare’s goal is simple: make paying for care as seamless as receiving it. With digital tools and smart workflows, they’re turning collections into a built-in part of the patient experience—not an afterthought.

**Data shown represents a 2-year timeframe since going live.*

Proven in Practice



With 14 years of experience running clinics 90 hours a week, 363 days a year, TrustCare's mission is to help patients feel better faster. As a privately owned Mississippi-based health company, TrustCare operates several urgent care clinics across the Jackson metro area and Hattiesburg, along with a pediatric primary and urgent care clinic—TrustCare Kids—in the Jackson area. They understand that technology is key to success

Philip Coburn
Chief Operating Officer, TrustCare Health