

Guide

Driving Financial Stability in Healthcare

Why Turnkey Patient Memberships are a Strategic Lever for Financial and Growth Executives.



Introduction

Recent findings from a Becker's Hospital CFO Report reveal a sobering reality: 37% of U.S. hospitals continue to face financial losses, even after implementing aggressive post-COVID recovery measures. Hospital CFOs are under increasing pressure to develop sustainable revenue streams to offset rising supply costs, increasing wages, and a slower-than-expected path to financial recovery. This challenging environment demands strategic initiatives that balance cost control, revenue diversification, and long-term patient retention — all without compromising the quality of care.

The Financial Challenge for Hospitals

The report highlights that even as some hospitals reduce labor costs and adopt digital technologies and artificial intelligence to drive efficiency, the overall financial picture remains unstable.

Several key trends contribute to this reality:



Rising Expenses

Hospitals are trying to keep up with operational costs that continue to rise, driven by inflation, higher wages, and other expense pressures — all of which are growing faster than reimbursement rates.



Operational Efficiency Initiatives

While investments in AI-driven technologies and efforts to reduce reliance on costly contract labor have delivered some improvement in efficiency, they are not enough to close the financial gap. Hospitals need to introduce new revenue sources to offset rising expenses and create more predictable financial outcomes.



Evolving Patient Care Models and Competitive Pressures

At the same time, hospitals are navigating a rapidly shifting competitive landscape shaped by commercial insurance marketplaces expanding their virtual and in-person provider networks. These marketplaces give patients greater access to care outside traditional hospitals, making it harder for hospitals to hold onto patients and the revenue they bring.

The Financial Challenge for Hospitals

To keep up, healthcare organizations have two options:

1

Invest Heavily in Physical Expansion

by adding facilities and hiring more providers to match the broader networks being built by commercial payers

Limited provider availability and longer wait times are driving patient leakage, as patients opt for faster care from retail clinics, digital health platforms, or competing hospitals and health systems.

2

Embrace Virtual Care Models

by offering convenient, virtual-first services that allow hospitals to retain and attract patients without the capital investment required for brick-and-mortar growth.

Hospitals that lack convenient, digital-first options risk losing both patients and revenue, putting further pressure on margins.

The Financial Challenge for Hospitals

For Finance and Growth Leaders, the challenge is twofold:

- Balance short-term cost pressures with long-term financial stability.
- Navigate the growing competitive threat from insurance-driven networks and direct-to-consumer care models.

Some hospitals have managed to achieve modest profit margins through targeted investments, but many others remain at significant financial risk — where every operational decision carries both immediate and long-term consequences.

The Reality Is Clear

These executives need new revenue strategies that not only stabilize finances but also reinforce the hospital's competitive position and align with evolving patient care expectations. Direct-to-consumer (D2C) patient memberships offer a powerful strategic asset — enabling hospitals to deliver value-added virtual services that meet patient demand, generate new recurring revenue, and retain patients who might otherwise seek care elsewhere.



Solving the Revenue Dilemma with Amenities Health

As hospitals work to redefine their revenue strategies, Amenities provides a turnkey, end-to-end membership solution, without the operational or IT lift, enabling them to establish a new, predictable revenue stream while enhancing patient loyalty and engagement.

Here is what that looks like:



Turnkey Implementation

Amenities' patient membership solution allows hospitals to quickly launch virtual care services and other high-demand wellness programs, generating recurring revenue without the high operational or capital expenses traditionally associated with new service lines.



Diversified Revenue and Financial Flexibility

By diversifying revenue sources, hospitals can reduce reliance on traditional reimbursement streams — creating financial flexibility that helps offset rising labor, supply, and technology costs. The scalable membership model ensures that hospitals can generate revenue with minimal operational lift.



Boosting Patient Loyalty and Retention

In today's increasingly consumer-driven care environment, patient loyalty is not just a clinical priority — it's a financial imperative. Our membership offerings help retain existing patients and attract new ones by delivering the convenient, value-driven healthcare experiences they expect — while also reducing the revenue loss from patient leakage to competing care options.



Future-Proofing with Digital Flexibility

Amenities' patient membership platform enables the seamless integration of third-party applications across mobile and web experiences — allowing hospitals and health systems to augment the membership experience with complementary services. This flexibility empowers executives to future-proof the offering, adapt to evolving patient preferences, and expand the program's value over time, all while aligning with broader digital transformation initiatives.

Solving the Revenue Dilemma with Amenities Health

By introducing patient membership offerings, finance and growth executives gain a strategic financial asset that addresses both immediate revenue pressures and long-term financial stability. In a time defined by unpredictable reimbursement, rising costs, and increasing competitive threats, patient memberships offer:

- **Financial Predictability:** The recurring revenue model acts as a financial buffer, helping hospitals offset volatility in traditional inpatient and outpatient revenue streams.
- **Strategic Agility:** Memberships enable revenue diversification, giving hospitals greater financial flexibility and reducing their dependence on fee-for-service reimbursement models.
- **Competitive Advantage:** Investing in membership programs that enhance patient loyalty and expand access to virtual-first care helps hospitals protect and gain market share while competing more effectively against rival virtual and retail clinics.



In today's high-pressure environment, where 37% of hospitals still face financial losses, hospitals need innovative strategies that combine operational efficiency, revenue diversification, and competitive positioning.

This is made possible with Amenities' Patient Membership Offerings — a data-driven, turnkey approach that helps hospitals address today's financial challenges head-on, while enhancing patient loyalty and lifetime value.

Ready to Build a New Revenue Stream While Delivering the Access Patients Expect?

Contact us to learn how our patient membership offerings can drive your financial strategy forward.





About Amenities Health

Amenities Health helps organizations build patient loyalty and generate predictable, recurring revenue through tech-enabled membership solutions.

Our turnkey patient membership offerings and white-labeled patient engagement platform empower you to offer subscription-based care models with a fully managed virtual provider network, all under your brand. Delivered through a seamless web and mobile experience, these solutions help increase patient retention, expand access to care, and strengthen financial sustainability.

By combining best-in-class technology, frictionless operations, and scalable membership solutions, Amenities Health helps reduce patient leakage, boost engagement, and unlock new revenue streams— **faster.**

Learn more at www.amenitieshealth.com.