



Revenue Cycle as Strategy

Turning Operational Pressure
Into Financial Advantage

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QUICK POLL

Which Challenges Are Impacting Your Practice?

**Staffing
Pressure**

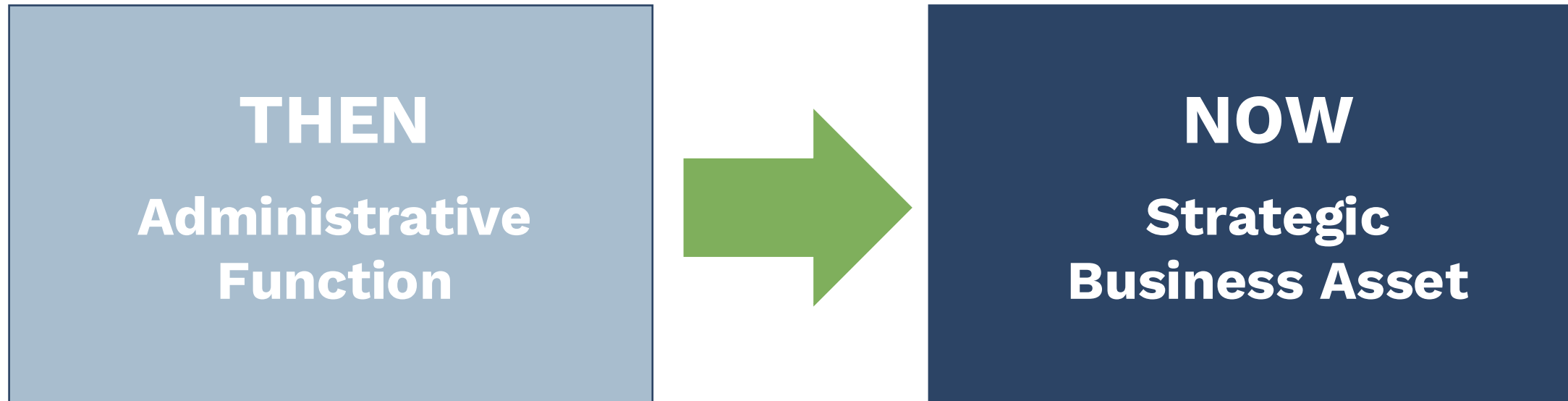
**Patient
Collections**

**Denials & Payer
Complexity**

**Margin
Pressure**

The Good News: Stronger revenue cycle performance can ease today's financial pressures.

Revenue Cycle Has Become a Strategic Business Driver



Takeaway: Operational performance and financial performance are inseparable.

Practices Face Growing Financial Pressure

- Rising costs
- Reimbursement pressure
- Higher patient responsibility



Cost Control Alone Isn't Enough

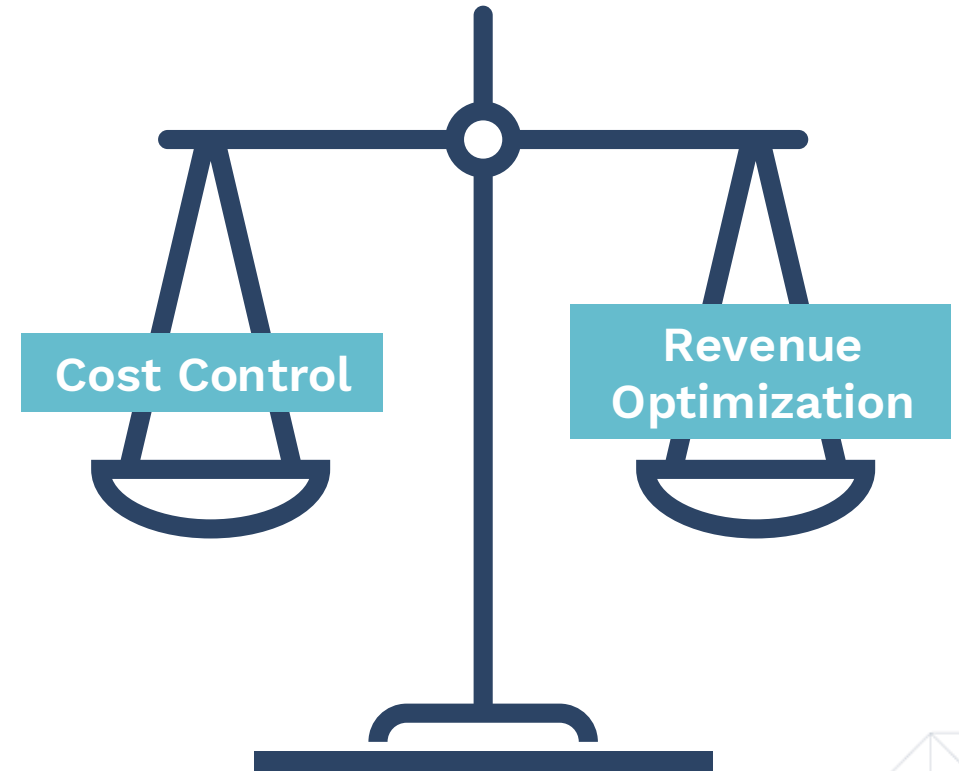
The strongest organizations reduce waste and maximize earned revenue.

Most Organizations Focus On

- Expenses
- Staffing
- Vendor contracts
- Across-the-board cuts

Leading Organizations Also Focus On

- Revenue leakage
- Process inefficiencies
- Preventable denials
- Scheduling inefficiencies
- Collection performance



SUSTAINABLE FINANCIAL PERFORMANCE

Hidden Revenue Opportunities Across the Revenue Cycle

Small Gaps Create Significant Financial Impact

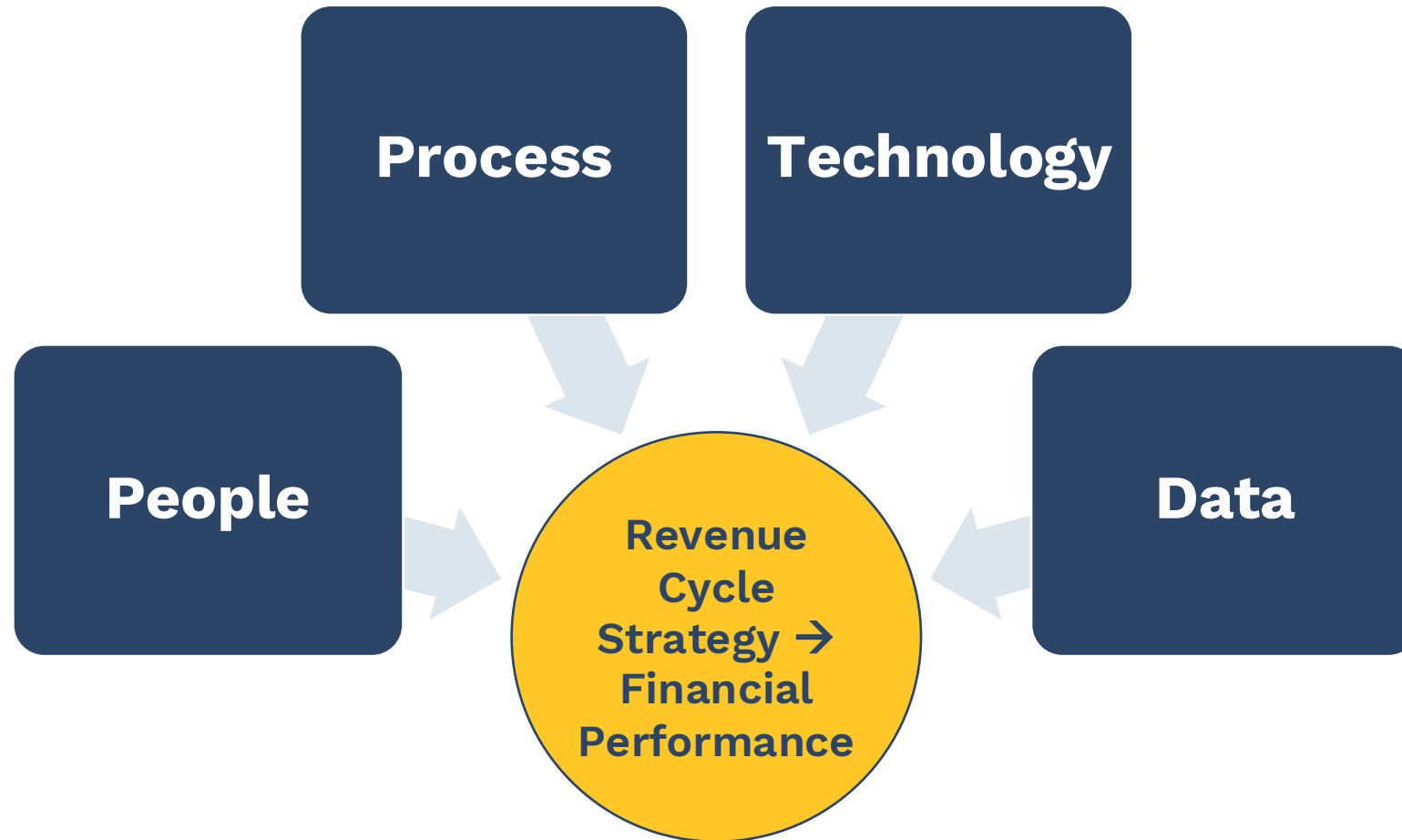
- Scheduling: Missed appointments
- Registration: Inaccurate information
- Eligibility: Verification gaps
- Authorization: Missing approvals
- Documentation: Incomplete records
- Coding: Wrong or missed codes
- Claim Submission: Errors or rejections
- Denials: Preventable revenue loss
- Collections: Uncollected balances



Financial performance improves when small opportunities are addressed throughout the revenue cycle.

What Is Revenue Cycle Strategy?

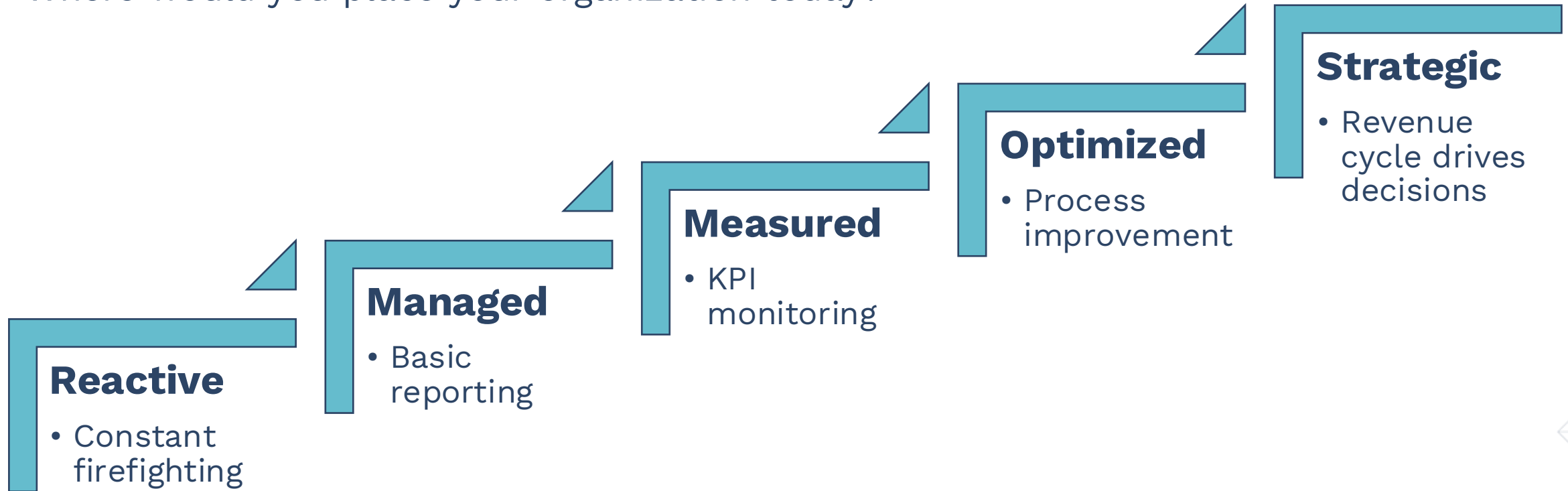
Aligning people, processes, technology, and data to improve financial outcomes.



FROM REACTIVE OPERATIONS TO STRATEGIC ADVANTAGE

Revenue Cycle Maturity Model

Where would you place your organization today?



The Five Strategic Revenue Cycle Levers

Five levers drive sustainable financial performance.

1. **Access:** Get the right patient to the right service at the right time.
2. **Financial Clearance:** Verify coverage, benefits, and patient responsibility upfront.
3. **Documentation & Charge Capture:** Accurately document and capture every service provided.
4. **Denials Prevention:** Reduce errors and prevent avoidable denials.
5. **Patient Financial Experience:** Make payment simple, clear, and convenient.



LEVER 1: ACCESS

Access Workflow

Access is the first revenue cycle event.



Key Metrics

- Appointment lag
- Schedule utilization
- Registration accuracy
- No-show rate

LEVER 1: ACCESS

Scheduling Creates Financial Outcomes

Scheduling is more than an operational function. It's a revenue driver.

Poor Scheduling

- Empty provider slots
- Delayed care
- Lost revenue

Optimized Scheduling

- Fuller schedules
- Faster access
- More patients served
- Better outcomes
- Stronger financial performance



Get It Right Upfront to Avoid Problems Later

Front-End Excellence

- Verify eligibility
- Confirm benefits
- Obtain prior authorizations
- Provide accurate patient estimates

Financial Clearance Prevents

- Denials and claim rejections
- Payment delays
- Patient confusion and dissatisfaction



Why Authorizations Matter

Authorization errors don't just delay care. They impact revenue.



When Authorizations Fail

- Increased labor for appeals and rework
- Delayed reimbursement
- Potential write-offs

Accurate Documentation Drives Financial Performance

Documentation Supports

- Quality care and outcomes
- Regulatory compliance
- Full reimbursement for services provided

Poor Documentation Leads To

- Missed or under-coded charges
- Coding errors
- Claim denials



Charge Capture

Capture all the care—bill for all the work.

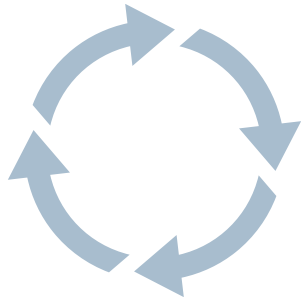
Common Risks

- **Missed Charges:** Services performed but not billed
- **Delayed Charges:** Charges entered late
- **Workflow Gaps:** Process or system breakdowns



Stop Denials Before They Occur

Most organizations manage denials. High-performing organizations prevent them.



MANAGING DENIALS (REACTIVE)

- Review denials
- Correct and resubmit
- Wait for payer response
- Recover some revenue

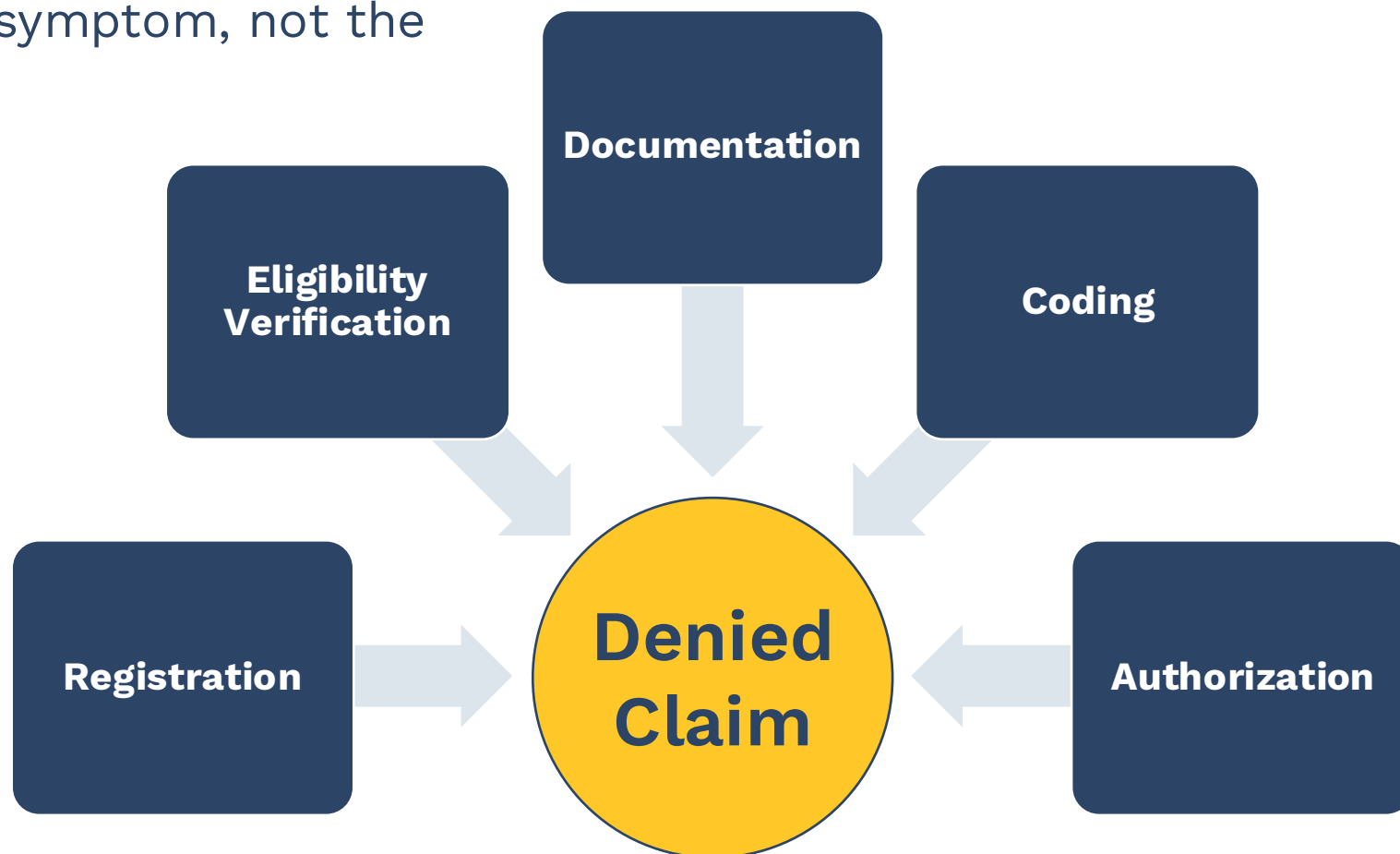


PREVENTING DENIALS (PROACTIVE)

- Verify eligibility and benefits
- Secure prior authorizations
- Ensure complete documentation
- Validate coding requirements

Denials Are a Leadership Issue

A denial is a symptom, not the root cause.



Denials Dashboard

Measure what matters. Prevent what you can.

Track

- Denial rate
- Top denial reasons
- Preventable denials
- Appeal success rate
- Dollars at risk

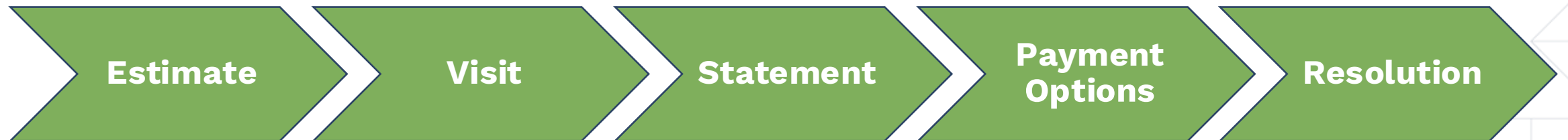


Patient Collections Strategy

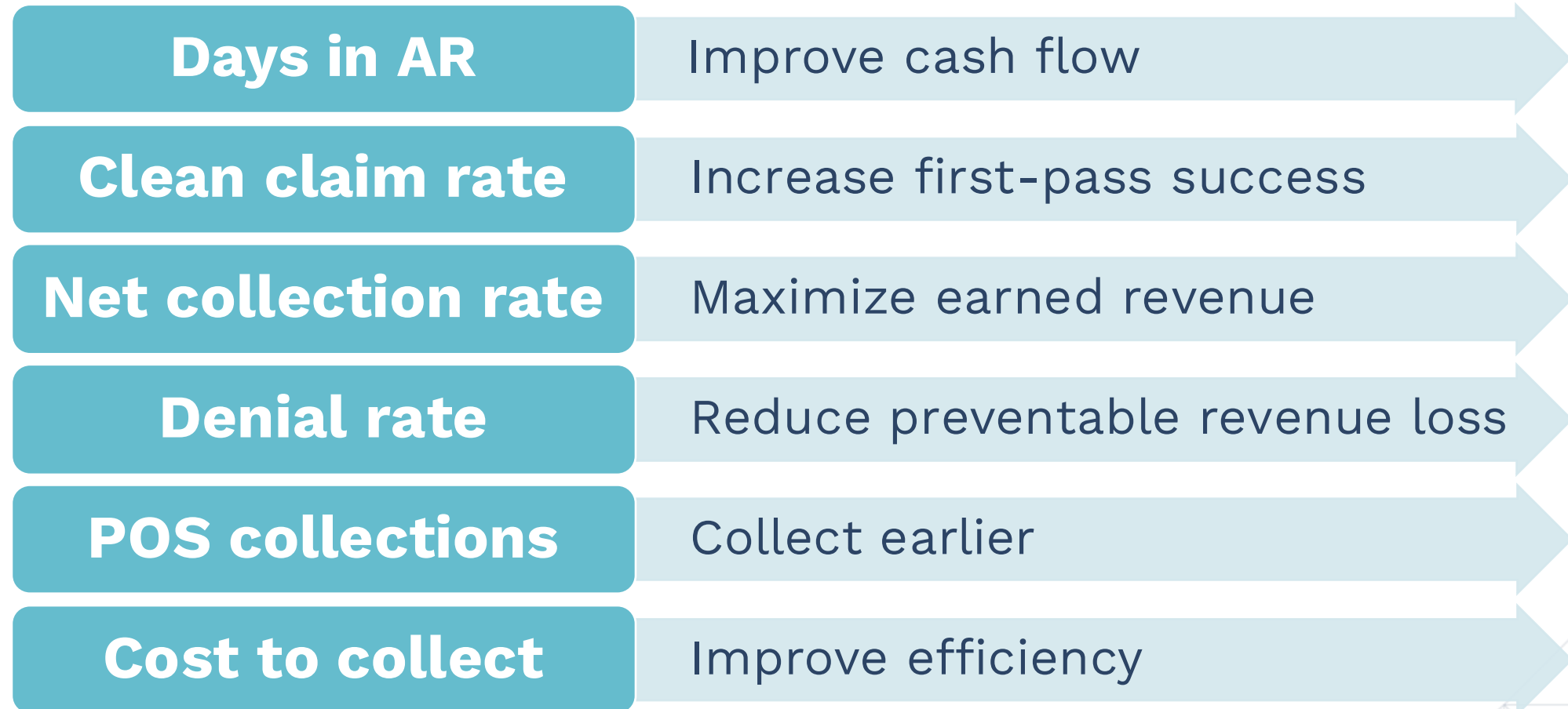
Make paying easy, transparent, and convenient.

High-Performing Organizations

- **Estimate Early** → Provide upfront cost estimates
- **Collect Early** → Capture patient responsibility sooner
- **Enable Digital Payments** → Online, mobile, and contactless options
- **Simplify Billing** → Clear statements and easy payment choices



Focus on Impact, Not Activity



Executive Dashboard: One View for Better Decisions

Monitor the metrics that drive decisions.

Financial

Cash collections

Net revenue

Operational

Denial rate

Days in AR

Patient

Collections
performance

Satisfaction

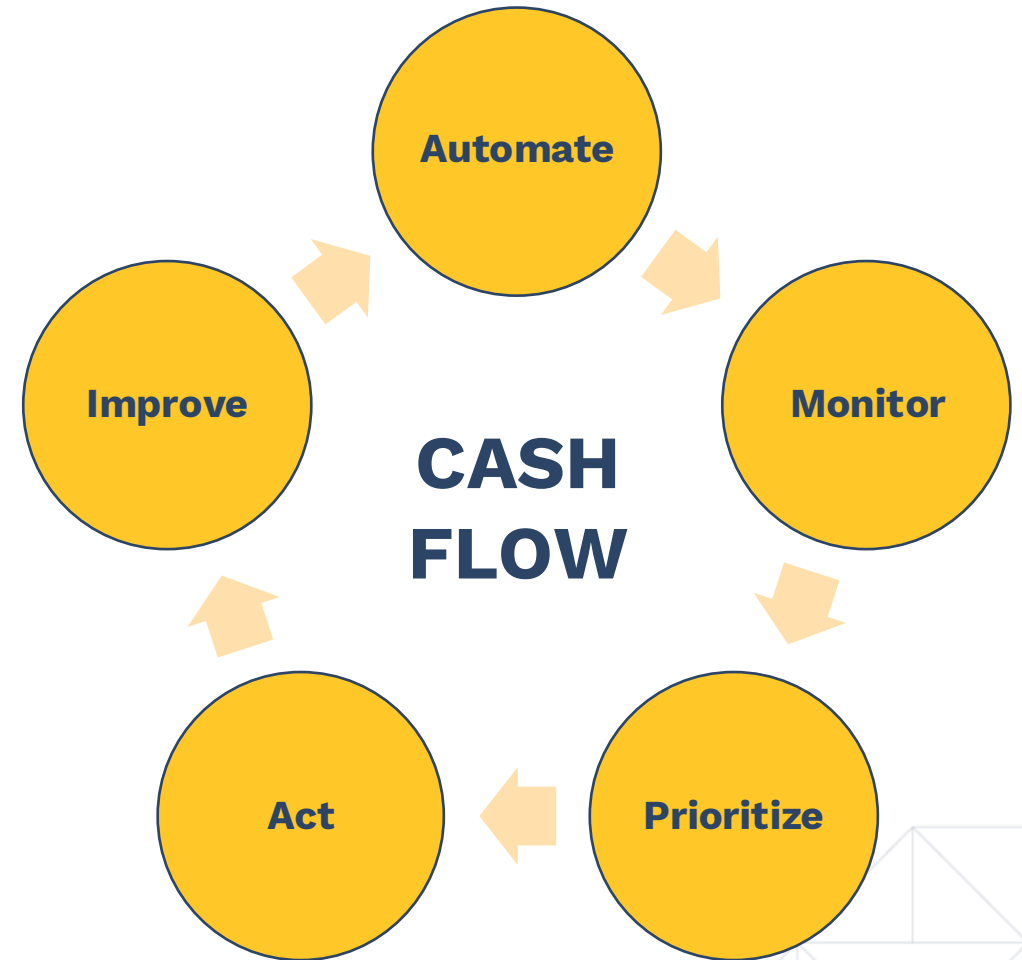
Technology & Automation: Work Smarter, Not Harder

Technology Should Improve Performance

- Automate routine tasks and reduce rework
- Increase visibility with real-time insights
- Accelerate cash flow through faster claims and collections

Technology Should Not Add Burden

- More reports
- More spreadsheets
- More data without action



AI in Revenue Cycle: From Data to Decisions

High-Value AI Use Cases

- Predict denials before submission
- Prioritize work queues by financial impact
- Automate eligibility verification
- Support accurate coding
- Personalize patient engagement

Expected Results

- Fewer denials
- Faster resolution
- Higher collections
- Better patient experience



Key Takeaways: Revenue Cycle as a Strategic Asset

Revenue Cycle Is a Strategic Asset

- Revenue Growth → Capture earned revenue
- Operational Efficiency → Reduce waste and rework
- Patient Experience → Deliver simplicity and transparency
- Financial Strength → Support long-term sustainability

Revenue Cycle Is Not

- Just billing
- Just back office
- Just an operational necessity



Thank You!



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