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2

Customer Success at AKASA

Customer
Success
Leadership



Ben Beadle-Ryby
Senior Vice President




Grant Messick
Vice President



Jessie Moses
Director

Let's Relate Automation to Driving




RPA

RPA breaks, has hidden costs, and fails to scale.

RPA+AI

RPA+AI provides intelligence but lacks responsiveness and resiliency.



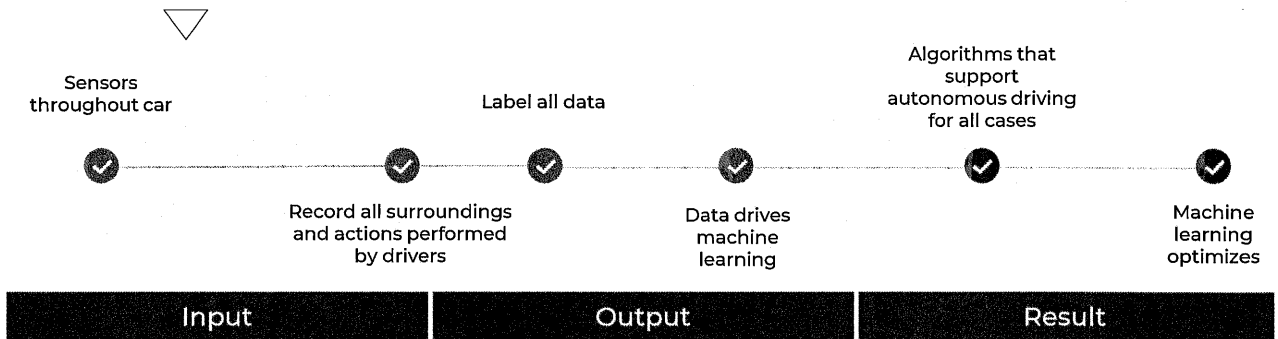
AI

Adding in AI (specifically machine learning) means true value can be achieved, solving for edge cases with virtually no maintenance or configurations.

A Game Changer: True Machine Learning Self-Driving Car Model



Training Self-driving Cars



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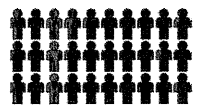


Shifting Gears: The Future of the Revenue Cycle

Did you know?



For every **\$1B in revenue**, **70 finance staff** are employed for the median corporate services firm.



Yet, there are **300 revenue cycle** employees for the average **\$1B health system**.

Source: CFO, <https://www.cfo.com/hiring/2019/01/metric-of-the-month-finance-fte-per-1b-in-revenue/>



Visualize your future

Staff **engagement levels** will **increase**/turnover will decline

Near **zero technical denials**

Teams will **recover more reimbursement** faster and more accurately

90% of staff will spend time on valuable work such as complex denial appeals or meaningful patient interactions



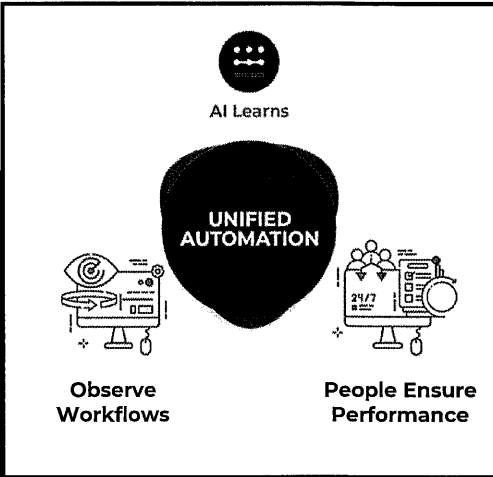
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AKASA Is the Self-Driving Car for the Healthcare Industry

Our platform, Unified Automation®, scales human intelligence with leading-edge AI and ML.

It is trained on customer data to learn unique systems, continuously adapt to changing environments, and deliver comprehensive automation and analytics for complex workflows.



Step-by-Step, Methodist Health System Cured Pain Points

HEALTHCARE

Methodist Health System, headquartered in Omaha, Nebraska, went all-in on automating the revenue cycle, starting in 2018 and going live in 2019.

The health system worked with Alpha Health, now called AKASA, for unified automation in the revenue cycle that tied into its Cerner EHR.

The work resulted in a reduced cost to collect, a higher yield and an improved patient financial experience.

"Our director of patient financial services was interested. We knew there would be opportunities down this path," said Jeff Francis, vice president of Finance and CFO for Methodist Health System. "We went all in. It wasn't a hard buy-in."

Methodist started with what Francis called the "pain points" in the revenue cycle and continued until automation over human intervention no longer made sense.

Automation has taken over the repetitive tasks. Staff people no longer have to spend seven minutes to see the status of a claim, make the notification and update within Cerner, he said. Responses to claims denials are now automatically sent to payers.

"We were learning with them as we jointly determined where the pain points were," Francis said. "It was more step-by-step."

But no one lost their job, he said. Instead, revenue cycle personnel are now working on the more difficult accounts.

"We knew that we had an issue taking staff time and not adding value on time," Francis said.

The team then expanded robotic process automation and machine learning to every possible aspect of the revenue cycle.

"We had a narrow focus, knowing we could broaden it," Francis said. "We were finding new use cases in the front end and mid-cycle. We've continued to find new areas."



AI-based automation drives higher yield



AI-based automatic denials saves time and costs



AI-based automation addresses workflows across revenue cycle

Source: <https://www.healthcarefinancenews.com/news/step-step-methodist-health-system-cured-pain-points-within-revenue-cycle>

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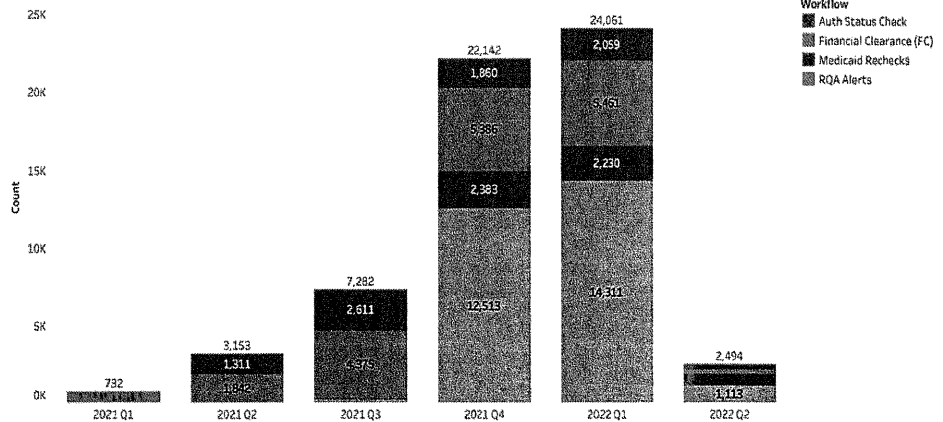
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9

AKASA RegAssist Quarterly Production

11 Days Out
On In-Scope Payers

59,864
Total Cases Since January
2021



Financial Clearance is defined as Eligibility, Benefit, and Cost Estimate
(Auth Request not included as of March 2020)

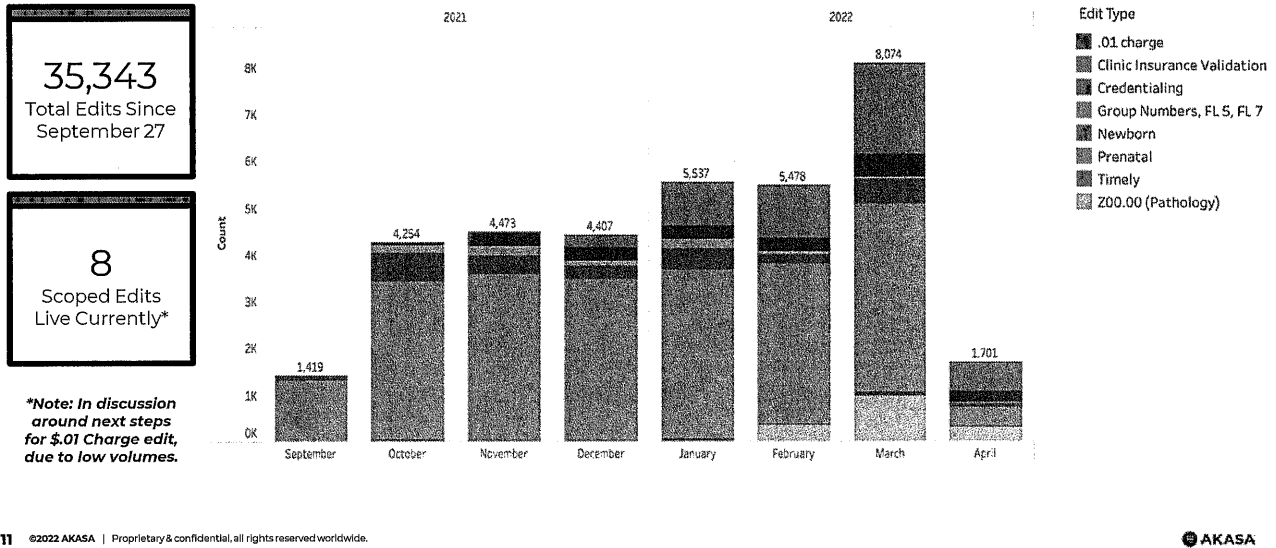
Note: Q2 2022 is updated through 4/9

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AKASA Mid Cycle Edits Volume (9/27/21 - 4/9/22)



11

AKASA Denials Manager Production (through 4/9/22)

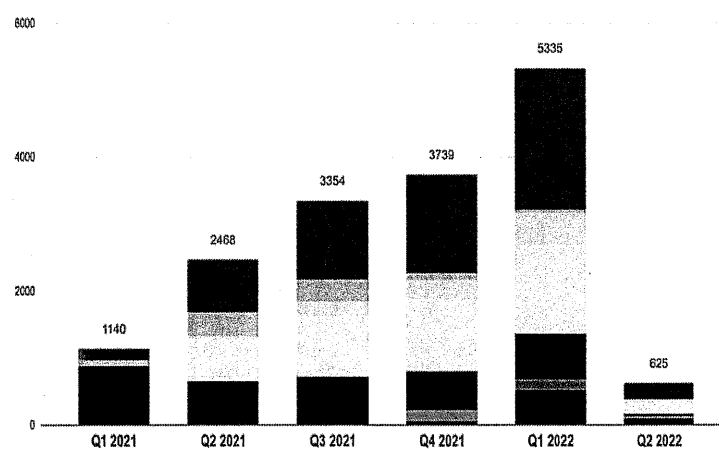
All Categories Reported

- Rebill SENT
- Rebill Ready to Send
- Rebill Billing Hold
- Verified All Covg Active
- All Inactive - Ran Covg Disc
- Covg + Plan Info Updated w/ No Rebill
- Note Only Added

16,661
Total Writebacks

~2,500
Approximate Hours Automated*

Quarterly Production



Note: Q2 2022 is updated through 4/9
*Based on average of 9 minutes per encounter

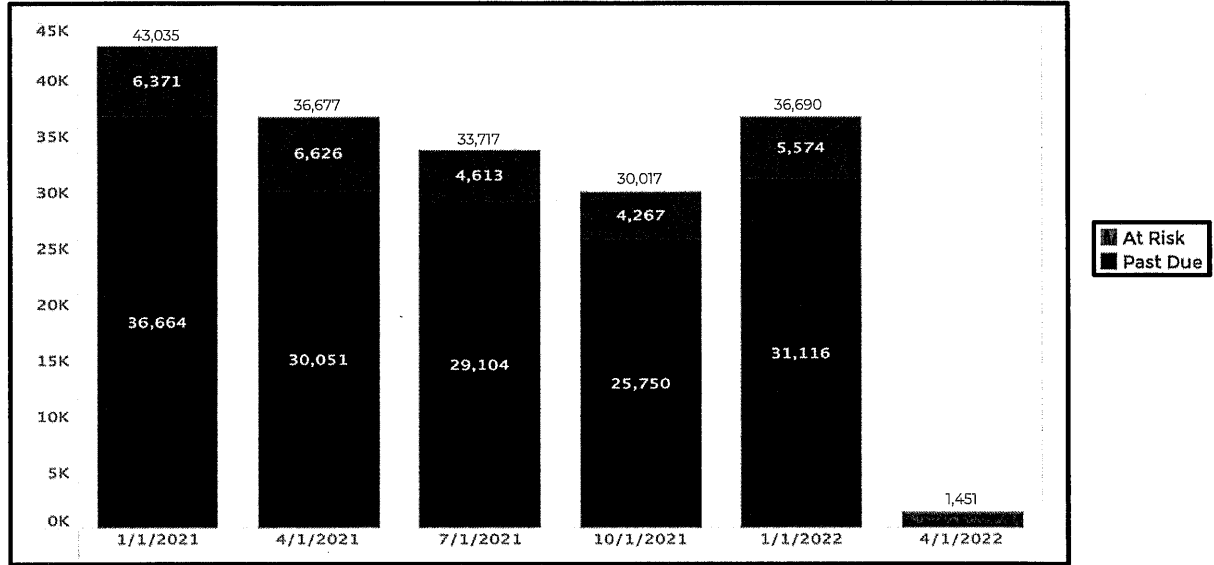
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	Hrs Automated
Jan 2021	35
Feb 2021	61
Mar 2021	75
Apr 2021	92
May 2021	152
Jun 2021	127
Jul 2021	151
Aug 2021	139
Sep 2021	214
Oct 2021	203
Nov 2021	176
Dec 2021	182
Jan 2022	244
Feb 2022	258
Mar 2022	298

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12

AKASA Claim Status Production Volume

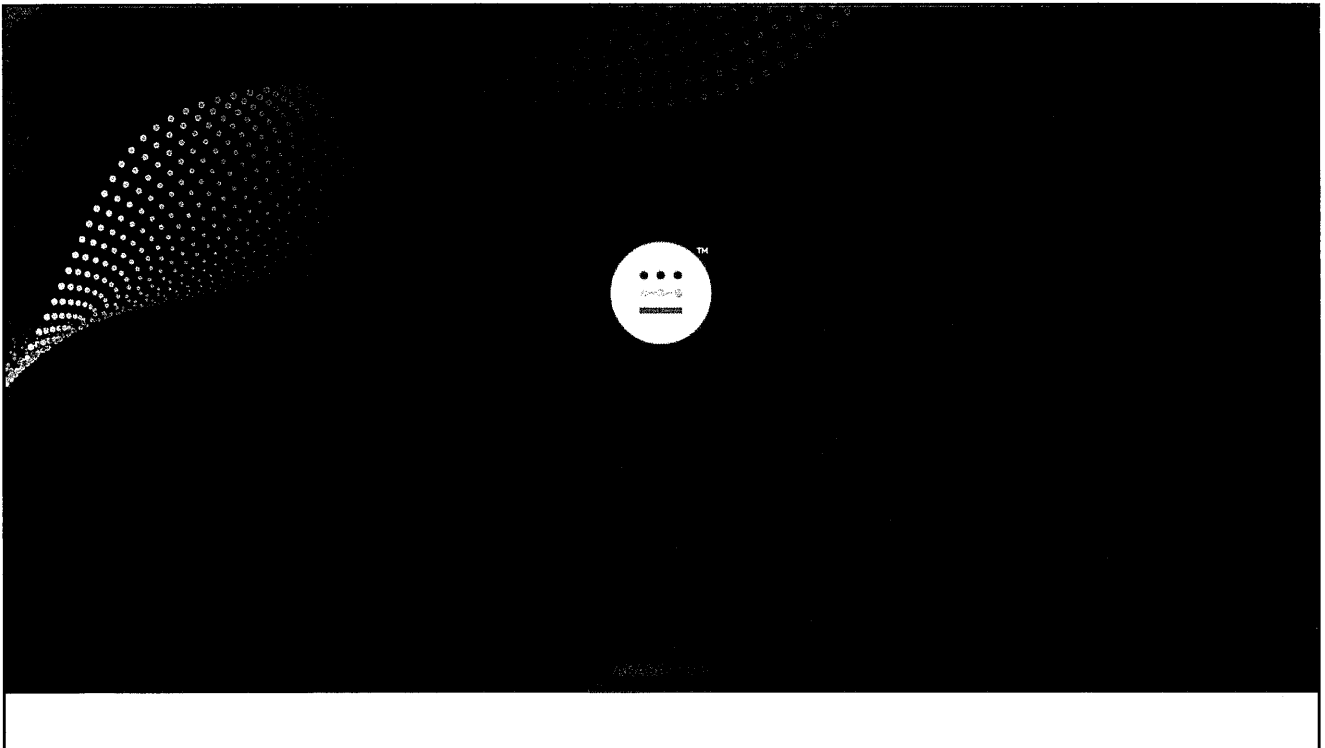


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Note: Q2 2022 is updated through 4/9

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13

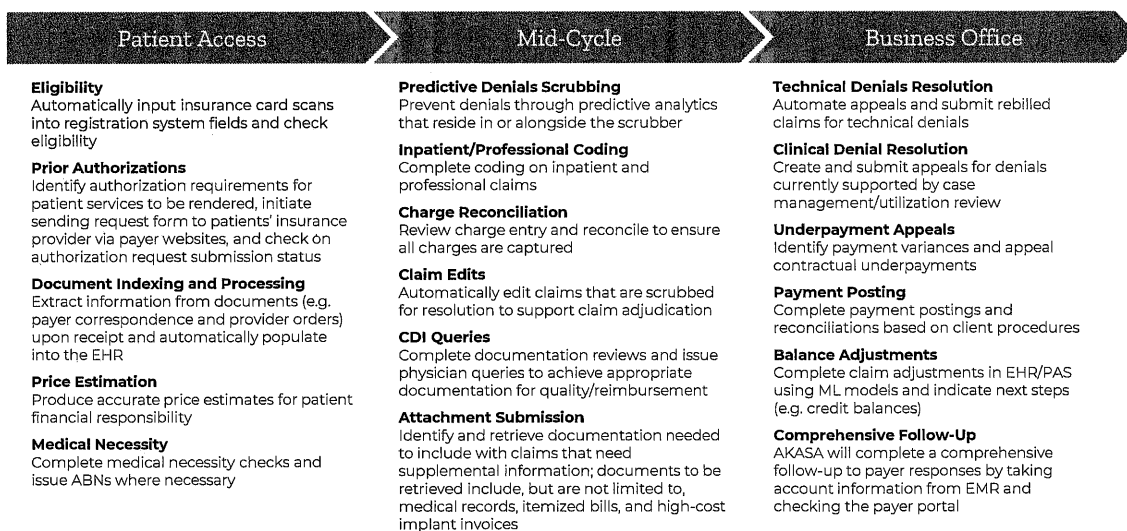


14



15

AKASA's Unified Automation for Revenue Cycle



16

Data Collection Overview



Workflow-Specific Data
EDI Files - 837s, 835s
Claim Edits and/or Denials

EHR & Billing System Access
Accounts for all applications and systems used by current staff.

Staff Shadowing
Virtual staff shadowing from TeleOps

Organizational Documents
SOPs, Org Charts

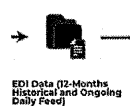
Payer Portals & Application Sites
Payer portal logins

Staff Desktop Observation
WorkLogger recordings of Financial Clearance and Business Office Staff

Productivity and KPI's
Pre-AKASA performance benchmarks

Selected Database Extracts
Ability to run pre-developed queries on database

EDI Documentation and Security



Overview: AKASA requests 6 Months of historical X12 (837s and 835s) files, along with ongoing daily feed to allow for payer analyses and enablement of automation workflows

Documentation and Security:

- This data would be transmitted (both historical and ongoing) via secure FTP.
 - Leverage AWS Secure Shell File Transfer Protocol over SSH Port 22.
 - SFTP Credentials are encrypted and stored in AWS Secrets Manager.
 - 835s/837s and all sensitive data are automatically routed to a unique customer database.
- Designated PHI storage locations are encrypted and comprehensive access controls are in place.
- Encrypted S3 Volumes house unique databases for each customer to ensure data segregation.
- PHI is retain for a mutually agreed upon time frame, or retained one year (from transmission date) by default prior to deletion.

System Access Documentation and Security



Overview: AKASA requests system access for EMR/RCM Apps, and payer websites. This access enables AKASA to both build the automation and also perform the automated work.

Documentation and Security:

- Any data would be transmitted via SFTP, using an SFTP protocol and end-to-end encryption.
- Access to payer portals are encrypted using HTTPS/TLS.
- Access to customer systems are protected via Citrix.
 - Citrix Workspace is a complete digital workspace solution that delivers secure access to the information, apps, and other content that is relevant to a person's role in your organization.
- The bots will reside in AKASA VPC which is fully compliant with HITRUST.
 - See "Documentation Requestion - AKASA Bot Security.docx"

Worklogger Software Powers AKASA's Onboarding

Proprietary computer vision learning

Computer vision is a field of artificial intelligence that trains **computers** to interpret and understand the visual world. Using digital images from cameras and videos and deep learning models, machines can accurately identify and classify objects — and then react to what they "see."



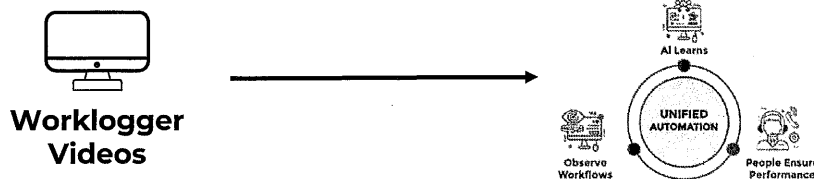
Worklogger helps AKASA:

Learn your work without disruption: Staff continue normal workflows while AKASA observes best practices

Identify and classify encounters: With minimal input from Staff, Worklogger can track key data points like payer, encounter type and duration worked

Prioritize and triage: In the event AKASA is unable to work an encounter, the Worklogger videos can serve as helpful audit trail to prioritize and triage the event

Worklogger videos directly feed into AKASA's Unified Automation solution



Worklogger Recordings are Managed Securely



1

Record

Worklogger recordings captured in Client VDI



2

Tag

Videos are categorized using standard naming convention (illustrative example below)

Type	Definition
NR	No Response
DN	Denial
CEA	Claim Edit Attachment
CER	Claim Edit Registration/Miscellaneous

3

File Encryption

Video files are encrypted at source and queued for upload



4

File Transfer

Video files are uploaded by Worklogger to **secure servers**



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