



# 4 Simple Ways to Address Revenue Cycle Staffing Shortages with Automation

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Ryan Haubrock, Director of RPA Services

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hfma™ +

 **enterbridge**  
HEALTHCARE AUTOMATION EXPERTS



We are a leading provider of robotic process automation (RPA) solutions in the healthcare industry. In our 22 years as a company, we've helped hundreds of healthcare clients leverage software and automation to optimize their organizations and generated millions in additional profit for our clients.



# Our Team

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**Logan Lewis**

Chief  
Operating  
Officer



**Ryan Haubrock**

Director of  
RPA Services

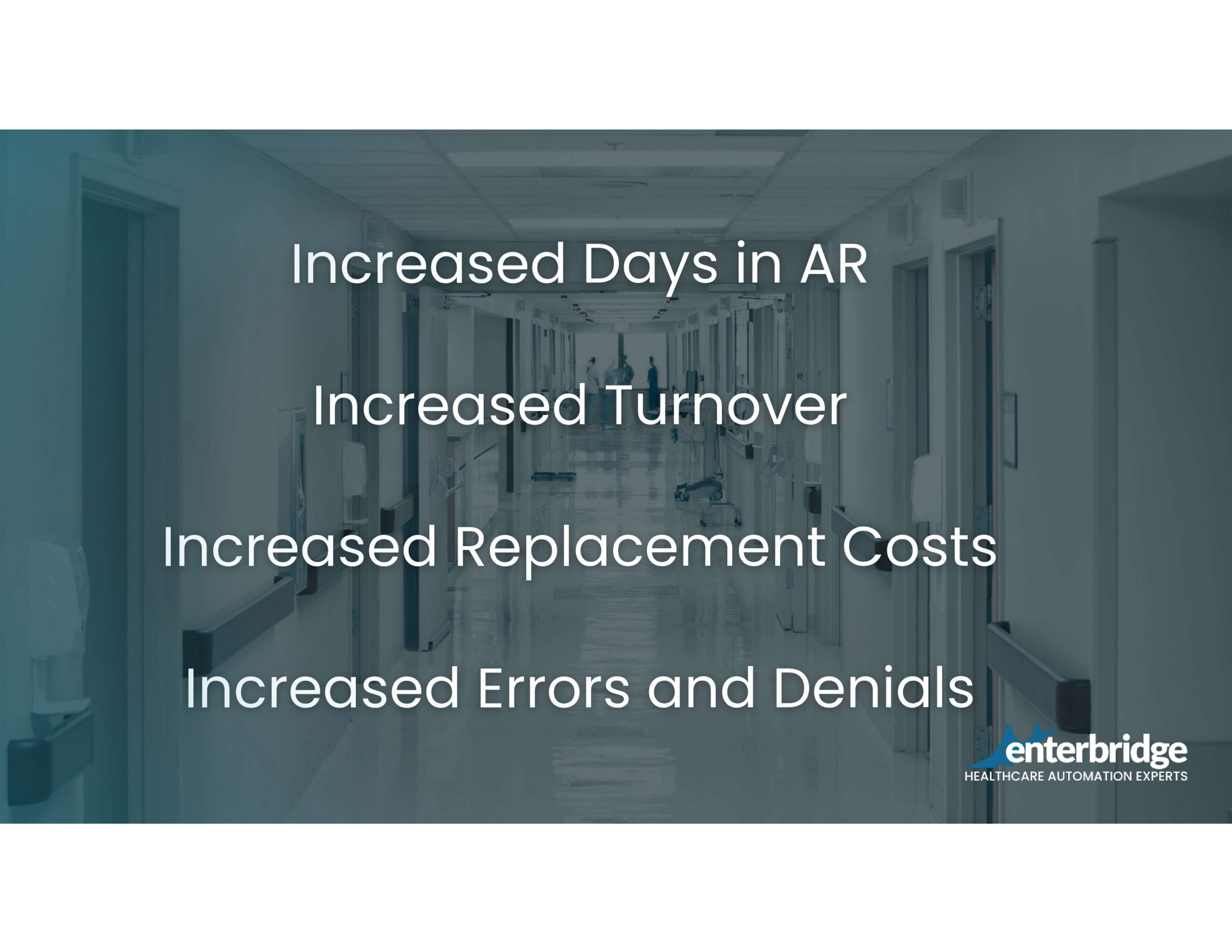
90% of CFOs and VPs of Revenue Cycle reported a labor shortage in their revenue cycle management department and that 50% of their RCM roles remain unfilled.

Source: <https://www.r1rcm.com/news/healthcare-trends-and-data-show-clinical-shortage-tip-of-the-iceberg>



# POLL QUESTION #1

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Increased Days in AR  
Increased Turnover  
Increased Replacement Costs  
Increased Errors and Denials

SO HOW DO YOU  
GET MORE DONE  
WITH FEWER  
RESOURCES?

# CONTENT

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01

Major  
Benefits of  
RPA

02

4 Places to  
Pilot Your  
First Project

03

How an  
Investment  
in RPA is  
Different

04

Cost  
Breakdown



# POLL QUESTION #2

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# RPA

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Robotic Process Automation (RPA) is a technology that uses software robots or "bots" or "digital workers" to automate repetitive, rule-based tasks within business processes.

# BENEFITS OF RPA



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The time to pay back an average automation is always less than a year







01

# Prior Authorization and Eligibility

# QUESTIONS TO CONSIDER

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1. How much time is your staff spending  
per prior authorization?

# QUESTIONS TO CONSIDER

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2. Is your pre-authorization team doing a lot of repetitive non-value added work?

# QUESTIONS TO CONSIDER

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3. How many claims are being denied due to errors in prior authorizations?



# QUESTIONS TO CONSIDER

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4. How much revenue are you losing  
in write-offs due to authorization issues?

# QUESTIONS TO CONSIDER

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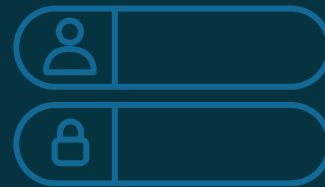
5. How many patients are experiencing delays in care because of authorization issues?



**Login to EMR**



**Assess list of  
patient requests**



**Navigate to  
insurance portal**



**Verify need for  
authorization**



**If no, leave  
notification**



**If yes, populate  
and submit form**

# THE BOT IN ACTION

1. Logs into EHR (Meditech)
2. Checks list of prior-auth requests for any pending
3. Logs into payer portal
4. Checks status of request
5. If pending, it will move to the next request
6. If updated status, it will navigate back to the EHR, update it, and send a notification to staff

# THE BOT IN ACTION

A hand is shown interacting with a tablet. The tablet screen displays a network diagram with nodes and lines, and a line graph with data points. The background is dark and moody, with a blueish tint.

20% of team's time saved in order to focus on other, more revenue-generating work resulting in great ROI and overall high employee satisfaction.

02

# Charge Capture and Coding



80% of medical bills  
contain errors

Source: <https://www.lblgroup.com/how-common-are-medical-billing-errors/>





# QUESTIONS TO CONSIDER

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1. Are you 100% confident in your organization's current coding and billing submission process?

# QUESTIONS TO CONSIDER

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2. Does your staff fully understand the current codes?

# QUESTIONS TO CONSIDER

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3. What do you estimate will be the ramp up time for your employees to learn the 400 new codes CMS announced earlier this year?

# QUESTIONS TO CONSIDER

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4. Where is coding knowledge stored?  
With a small percentage of highly skilled team members?

# QUESTIONS TO CONSIDER

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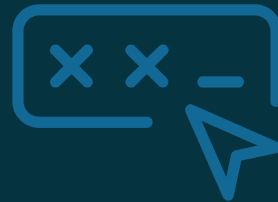
5. How will coding be handled if they were to leave?



**Login to EMR**



**Retrieve patient  
data from records**



**Analyze and  
assign diagnosis  
and procedure  
code**



**Checks for  
suspect  
conditions**



**If unclear, leave  
notification**



**If clear, submit  
claim**

03

# Denial Management



# QUESTIONS TO CONSIDER

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1. What percentage of your organization's claims are being denied?

# QUESTIONS TO CONSIDER

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2. How many of those denials get reworked and resubmitted on time?

# QUESTIONS TO CONSIDER

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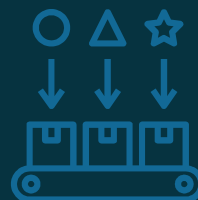
3. How much money are you losing per denial?



**Login to payer  
portal**



**Review denial  
report**



**Sort denial  
types into  
'buckets'**



**Assess if it's  
simple or  
complex**



**If complex,  
notify for  
human  
processing**



**If simple, fix  
and resubmit  
claim**

# Client Case Study

70% of denied claims  
processed and  
resubmitted by bot



100% of the claims that have  
been resubmitted by the bot  
have been adjudicated for  
payment

You can read more about HomeCare  
Delivered's automated denial  
management process in a [case study  
on our website](#).

# Payment Tracking and Collections

# QUESTIONS TO CONSIDER

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1. How long is your staff spending monitoring payment status from insurance providers?



# QUESTIONS TO CONSIDER

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2. Or on tracking down payments from patients?

# QUESTIONS TO CONSIDER

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3. How much A/R are you having to write off  
due to patient non-payment?

# QUESTIONS TO CONSIDER

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4. How much time do you spend reconciling your cash postings?



**Login to payer  
portal**



**Monitor payment  
statuses**



**Generate  
invoice and  
send to patient**



**Send automated  
payment  
reminders**



**If payment is  
not received,  
forward to  
collectors**



**If received, post  
payment and  
reconcile accounts**

# THE BOT IN ACTION

The bot will parse through a client's aging AR, following a list of criteria they've developed.

An estimated **\$5 million** will be unlocked by the bot.



# Why invest in RPA?

- ✓ Low upfront investment
- ✓ Short, non-disruptive implementation
- ✓ Built on top of existing tech stack
- ✓ Very quick time to ROI



# Cost BREAKDOWN

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## Process Analysis

At EnterBridge, we usually allot 3-4 hours for process exploration (per process), and this is a service we offer for free.

## Annual Bot Licensing Costs

You'll need to license automation software (we always recommend industry leader, UiPath).

## Bot Configuration and Customization

Cost here is really a function of the amount of automations required to be built, complexity of those processes, and who you have building the automations.

## Support

The most common types of maintenance we encounter are when an upstream or downstream process changes and results in needing small modifications to the bots.

# WHY PARTNER WITH ENTERBRIDGE?





# THANK YOU



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