CASE STUDY

Transforming Revenue Cycle Management with **RPA Technology**

$30M

in Direct Adjustments Processed in Just 2 Weeks

300%

Increase in Productivity

50%

Reduction in Errors

Overview

A leading Northeast region primary care multi-specialty medical group with 100+ clinics partnered with GeBBS to revolutionize their Revenue Cycle Management. By integrating Robotic Process Automation (RPA) into their Accounts Receivable (AR) and Billing Solutions (BS), GeBBS re-engineered the revenue cycle to drive faster claim resolution, higher accuracy, and improved client satisfaction.

Opportunities & Challenges

The client had outsourced AR and BS operations to GeBBS, relying on manual processing and periodic quality checks. This arrangement presented several challenges:

- *Delayed cash flow and revenue recognition*

- *A 30% volume increase over baseline with no additional ramp-up time*

- *A mandate to reduce headcount by 50% while maintaining support for business growth*

These challenges underscored the need for a strategic transformation of existing processes.

Solution

Process Simplification, Redesign and Automation

GeBBS deployed 15 RPA bots to automate high-volume, critical tasks across AR and BS. The transformation entailed:

- *Re-designing processes to simplify workflows and shift from manual operations to a platform-based management system*

- *Deploying bots to extract and process data from payor portals, ensuring seamless integration with existing systems*

Key Automation Initiatives with RPA:

Billing Solutions (BS):
Automated payment posting and reconciliation processes, managing $20-25 million in checks error-free. This reduced the posting time per claim from 3 minutes to 50 seconds, with bots processing an average of 2,000 claims per day compared to 320 manually.

Accounts Receivable (AR):
Automated claims submission, adjustments, write-offs, and inventory management, achieving a handling time of 30 seconds per claim versus 15 minutes manually, with a 98% accuracy rate.

Outcomes

Accelerated Cash Flow and Enhanced Efficiency

Direct Adjustments:
$30M processed in just 2 weeks, significantly accelerating the reimbursement cycle.

Productivity Boost:
Automation enabled bots to handle 800-1,000 AR adjustments and 1,500-2,000 payment postings per user daily, far exceeding manual benchmarks.

Error Reduction:
A 50% drop in errors ensured consistent quality and improved overall service delivery.

Key Takeaways

- A strategic blend of process redesign and automation can drive measurable improvements in operational efficiency.

- Scalable RPA solutions boost productivity and enhance accuracy, leading to faster claim processing and improved cash flow.

- Digital transformation in revenue cycle management not only delivers financial benefits but also strengthens client relationships.

Conclusion

GeBBS' innovative RPA-driven transformation enabled the client to overcome operational challenges, streamline day-to-day processes, and significantly enhance overall service delivery in Revenue Cycle Management.

> Since implementing GeBBS' RPA solution, our claims processing speed and accuracy have dramatically improved, resulting in faster reimbursements and a more efficient revenue cycle. This transformation has truly elevated our operational capabilities.

— [Director of Billing & Collections]