CASE STUDY

Driving AR Productivity with
RPA BOTs

3-5x

Productivity Boost

40-50%

Faster Claim Processing

$150K+

Annual Cost Savings

Overview

A leading Midwest region behavioral health care provider with 250+ clinics partnered with GeBBS to address inefficiencies in their Revenue Cycle Management. By implementing GeBBS' proprietary RPA bots, the organization significantly enhanced AR representative productivity, expedited claim processing, and reduced operational costs.

Opportunities & Challenges

Manual claim processing was hampering revenue recovery due to:

- *Lengthy processing times of 10–15 minutes per claim for EOB retrieval and denial tracking*

- *Rising operational costs linked to inefficient workflows*

- *Frustrated providers from slow resolution times and data inaccuracies*

These challenges resulted in substantial revenue loss and underscored the need for a more agile, automated solution.

Goals

- Automate claim inquiries and EOB retrieval to reduce manual effort

- Accelerate claim processing and resolution of denials

- Reduce operational costs and minimize manual errors

- Reallocate staff to focus on higher-value, revenue-generating tasks

Solution:

RPA/BOT Implementation

GeBBS introduced RPA bots to transform RCM operations through:

- **Automated EOB Retrieval:** Leveraging real-time clearinghouse integrations via Availity to eliminate manual EOB processing

- **Digital Data Handling:** Reducing manual errors by 5–8% with automated claim inquiries and adjustments

- **Accelerated Denial Resolution:** Cutting turnaround times by 20–25% for denied claims

- **Workflow Optimization:** Automating repetitive tasks to reallocate staff to revenue-generating activities

Outcomes

Productivity Boost:
Achieved a 3–5x increase in staff productivity

Faster Processing:
Reduced claim processing times by 40–50%

Cost Efficiency:
Realized annual cost savings exceeding $150K by lowering manual labor dependency

Enhanced Revenue Recovery:
Faster, more accurate claim processing contributed to improved cash flow and reduced denials

Key Takeaways

- Automation can transform RCM processes, yielding significant productivity and operational efficiency gains.

- Real-time integrations and digital automation minimize errors and accelerate claim resolution.

- Streamlined workflows not only reduce costs but also enhance revenue recovery and overall service quality.

Conclusion

By implementing RPA bots, GeBBS enabled the client to overcome longstanding inefficiencies in their revenue cycle. The solution not only accelerated claim processing and reduced errors but also drove substantial cost savings and improved provider satisfaction.

> " GeBBS implementing bots for workflow integration has been a game-changer. Our team's productivity has soared, claim processing is faster than ever, and our operational costs have significantly decreased. This solution has truly transformed our approach to revenue cycle management. "
>
> — [Director of Revenue Cycle]