CASE STUDY

Reducing Claim Rejections through **Intelligent RPA Automation**

GeBBS® HEALTHCARE SOLUTIONS
Forward Thinking

>95% First-Pass Acceptance Rate

Up to 50% Faster Payment Turnaround

80% Reduction in Manual Review Time

Overview

A multi-state health system faced persistent claim rejections and slow reimbursement cycles. Manual reviews, payer portal lookups, and fragmented follow-ups fueled revenue leakage. GeBBS deployed an RPA-driven Claim Status Extraction & Validation solution to automate status checks, classify rejection causes, and trigger rapid resubmission—improving cash acceleration and denial prevention at scale.

Opportunities & Challenges

The client's manual claims workflow resulted in:

- *15–20% rejection rates across payers*
- *7–10-day delays per claim due to rework and follow-ups*
- *Limited visibility across the claim lifecycle, causing repeat work*
- *Staff time diverted to low-value status checks and data entry*

Outcomes

Rejections Reduced:
15–20% → <5%

First-Pass Acceptance:
>95%

Manual Review Time:
Reduced by 80%

Payment Turnaround:
Up to 50% faster

Operational Visibility:
Real-time tracking and analytics across claim lifecycle

Solution

Automated Claim Status Extraction & Rejection Management

GeBBS implemented an RPA solution to:

- *Continuously extract status from payer portals and clearinghouses*
- *Classify rejections (eligibility, coding, missing data) via business rules*
- *Trigger rule-based fixes and automatically resubmit corrected claims*
- *Route exceptions to SMEs for targeted audit or payer escalation*

Key Takeaways

- *Claim status automation eliminates lag and manual rework.*
- *Rules-based validation strengthens compliance and first-pass yield.*
- *Exception-only routing frees teams to focus on denial prevention.*

> "GeBBS' automation streamlined our claims validation end-to-end. Turnaround is faster, rejections are near zero, and our teams focus on complex denials—not status chasing."
>
> — *[Director, Revenue Cycle Operations]*

Conclusion

By automating claim status extraction and rejection handling, GeBBS helped the client achieve a 95%+ first-pass yield and materially faster cash cycles—transforming back-end throughput and revenue realization.

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