

Revenue Recovery & Investment Readiness Initiative

2024 | 6-Month Initiative

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Scope

- Growth-stage, multi-site, multi-state healthcare support organization
- Engaged during a period of rapid expansion and increasing operational strain
- Revenue execution and predictability had become inconsistent
- Accountability and ownership were fragmented across functions
- Leadership needed a strategy to stabilize execution while supporting continued growth

Problem

- Revenue leakage across the patient journey (front-end through collections)
- No clear ownership of the revenue cycle end-to-end
- Inconsistent processes across locations leading to missed charges, delays, and write-offs
- Fragmented data across locations with no centralized system to aggregate, analyze, or compare performance
- Limited visibility into performance drivers, making it difficult to identify root causes
- Finance visibility focused on outcomes, not operational drivers

Action

- Created, then directed a 6-month revenue cycle recovery initiative targeting systemic breakdowns across all locations
- Rebuild revenue cycle structure to establish clear end-to-end accountability
- Implemented KPI tracking across the full patient journey
 - (registration → billing → collections)
- Centralized data reporting to create a unified view of performance across all locations
- Standardized processes across locations to eliminate variation and reduce errors
- Introduced performance visibility to identify breakdowns and intervene quickly
- Aligned operational and financial teams around shared revenue ownership

Outcome

- Recovered \$950,000+ in previously lost revenue within 6 months
- Increased profitability by 63% through improved revenue capture and operational efficiency
- Improved visibility into revenue drivers and performance gaps
- Increased accountability across front-end and back-end revenue functions
- Reduced variation in execution across locations
- Established a scalable RCM infrastructure to support sustained performance