Blind Spots in Your Revenue Cycle

How to Make Your Revenue Cycle Sing

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Today's Format

01

Revenue Cycle Emphasizing 3 Parts

We'll examine three critical sections: Frontend, Middle, and Backend operations.

02

Share Common Blind Spots

Discover the hidden issues we've identified across healthcare organizations.

03

Open Group Discussion

Share your experiences and learn from peers facing similar challenges.

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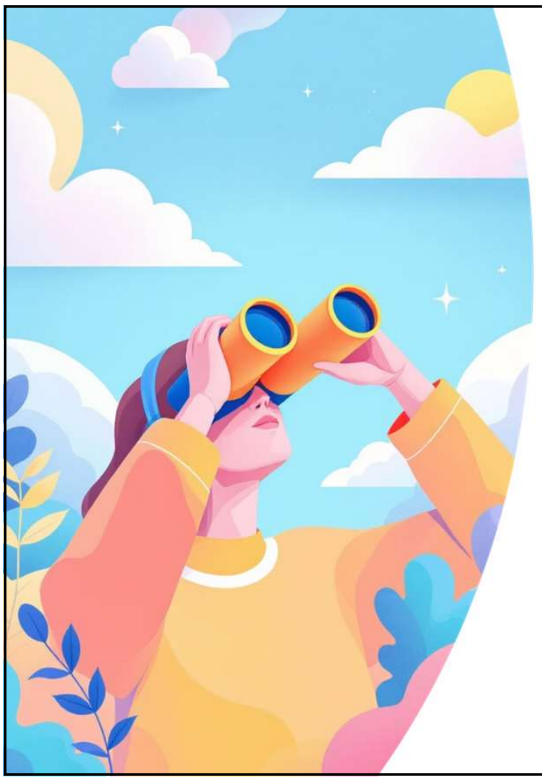

What Is a Blind Spot?

"Something you can't see—physically or mentally—without extra effort or outside perspective"

"An area you can't see or unaware of, even though it is close or relevant to you"

"Things you don't see because you don't want to see them“ Why?

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Ways to Reduce Your Blind Spots

Continuing Education

Stay current with industry trends, best practices, and emerging technologies through ongoing learning.

Experience

Learn from past challenges and successes to build institutional knowledge and expertise.

Borrowed Perception

Gain fresh perspectives from colleagues, vendors, and industry peers to see what you're missing.

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Front End Blind Spot: Lost Referrals

30%

Referrals Never Convert

Nearly one-third of referrals fail to become scheduled visits

Root Causes

- Missed authorizations
- Incomplete registrations
- Misrouted patients
- Poor system follow-up and reminders

Warning Symptoms

- Declining referral conversion rates
- Rising no-show percentages
- Patient drop-off between referral and appointment

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The Fix: Close the Loop

Build Closed-Loop Referral Management

Track every referral from initial contact through scheduled appointment with automated follow-ups.

Create Handoff Huddles

Establish quick coordination meetings between front-end and clinical departments for seamless transitions.

Implement Shared Dashboards

Give scheduling and registration teams real-time visibility into referral status and conversion metrics.

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Middle Cycle: The Trust Erosion Problem

> Disconnected or confusing billing experiences are eroding patient trust and delaying payments

Warning Signs

- Patients ghosting after first statement
- Poor satisfaction scores tied to billing confusion
- Payment delays from unclear estimates

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The Fix: Simplify & Humanize Billing

Transparent Cost Estimates

Provide clear, upfront pricing information before services are rendered to eliminate surprise bills.

Empathy-Driven Scripts

Train call center staff with compassionate communication approaches that acknowledge patient concerns.

Simplified Bills

Use plain language and multiple access options—text, portal, QR codes—to make billing crystal clear.

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Back End: Vendor Performance Issues

Substandard external vendor performance is costing you money

Symptoms

Declining recovery numbers for late-stage collections and patient complaints about vendor communication

Root Cause

Disparate reporting systems make vendor evaluation difficult and accountability unclear

1

Define Recovery Standards

Set clear formulas and benchmarks

2

Standardize Reports

Insist on consistent formats

3

Quarterly Reviews

Schedule performance check-ins

4

Annual Audits

Review at account level

9

To Secure Additional Information

Acknowledge Your Limitations

Recognize that blind spots exist in every organization—awareness is the first step.

Ask "What Am I Missing?"

Borrow perception from employees, departments, bosses, vendors, peer groups, and patients.

Build a Culture of Discovery

Create an environment where everyone actively looks for blind spots and process gaps.

Lead Collaborative Groups

Take initiative in forming cross-functional teams focused on continuous improvement.

Resources Available: "Blind Spots in the Revenue Cycle“, “Registration Analysis Checklist” and "Checklist for Working with Revenue Cycle Vendors"

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Available Resources

Revenue Cycle Blind Spots

A comprehensive list of the key items missed by many providers

Registration Analysis Checklist

An easy-to-use list of things to look deeper into the registration process at your facilities

Checklist for Working with Revenue Cycle Vendors

Former collection executives have developed a list of things providers need to do to get maximum performance from their vendors

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