

# **The Role of Collaboration , AI and Sourcing in Healthcare RCM**



# Transforming Denial Management in Healthcare

## The Role of Collaboration, AI, and Outsourcing

The traditional management of denial avoidance in healthcare has long been hindered by a significant disconnect between Accounts Receivable (AR) teams and their Information Technology (IT) counterparts.

AR teams possess deep insights into the nuances of denials but often lack awareness of advanced process efficiencies and technological capabilities. Conversely, IT teams, equipped with sophisticated tools, may struggle to align these technologies with the practical needs of AR processes. This disconnect is starkly evident in the widespread reliance on basic tools like Microsoft Excel spreadsheets by nearly

40% of healthcare organizations for tracking audits and denials. Such reliance highlights the missed opportunities to leverage advanced denial management solutions effectively. Moreover, fewer than 25% of organizations track trends related to clinically avoidable denials, underscoring a gap in the integration of data and technology. Bridging this divide requires a strategic focus on fostering collaboration between AR and IT teams, ensuring that technological solutions address the real-world challenges of denial management. Through improved alignment, healthcare organizations can enhance denial avoidance strategies and boost overall revenue cycle performance.

## Understanding the Disconnect

AR teams are on the front lines of denial management, directly engaging with the challenges of traditional denial avoidance. They navigate inefficiencies in manual processes, inaccuracies in coding, and the complexities of billing and payment posting. Despite their deep situational awareness, AR teams often lack access to technological solutions that could streamline these tasks.

Conversely, IT teams possess advanced tools, such as artificial intelligence (AI) and machine learning capabilities, that hold the potential to revolutionize denial management. However, without a nuanced understanding of AR challenges, these tools may be underutilized or misaligned, failing to address the root causes of denials effectively.

# The Opportunity of AI in Revenue Cycle Management (RCM)

AI presents a transformative opportunity for healthcare organizations to bridge the gap between AR and IT teams. By automating and optimizing processes across the revenue cycle—from patient access to billing and payment posting—AI reduces manual

workloads, improves accuracy, and enhances operational efficiency, ultimately leading to a reduction in denials.

Healthcare organizations can adopt AI-driven strategies to:

**Automate repetitive tasks** such as data entry, claim validation, and denial categorization.



**Identify patterns in denial trends** and address root causes proactively.



**Enhance real-time decision-making** by integrating AI insights into operational workflows.



## Complementing AI with Outsourcing Solutions

To maximize the benefits of AI, healthcare organizations can pair AI-driven initiatives with strategic outsourcing solutions. By leveraging an optimal mix of onshore and

offshore resources, outsourcing provides a cost-effective way to manage revenue cycle operations without compromising quality or efficiency.

# Key Outsourcing Strategies



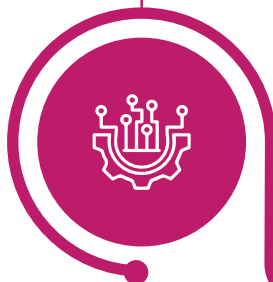
## **Business Process Outsourcing (BPO):**

Outsourcing BPO services offers comprehensive support across the healthcare value chain, from patient access and billing to claims processing and denial management. Offshore teams trained in AR and denial management can handle labor-intensive tasks, allowing onshore teams to focus on strategic initiatives and patient care.



## **Integrated AI and RCM Services:**

Embedding AI capabilities into outsourcing services ensures seamless integration of AI-driven improvements into denial management and revenue cycle operations. This approach reduces the need for separate AI investments, making advanced solutions more accessible.



## **Human Resource Outsourcing (HRO):**

Enhanced by Robotic Process Automation (RPA) and proprietary automation tools, HRO services streamline workforce management processes, enabling organizations to prioritize clinical and administrative core functions.

To fully harness the potential of AI in denial management, organizations must adopt

a collaborative approach that aligns technological advancements with operational needs.



## Approaches for Effective Collaboration



### Integrating AI with Outsourcing

By embedding AI-driven solutions into outsourcing frameworks, offshore teams can efficiently manage day-to-day operations while onshore teams focus on strategic decision-making and patient engagement.

### Fostering Collaboration

Encouraging line-level employees to participate in decision-making and providing them with training on AI tools ensures alignment between AR and IT teams. This collaborative approach enhances the effectiveness of AI and outsourcing services.

### Addressing Job Security Concerns

Positioning AI and outsourcing as tools for operational efficiency rather than job replacement can reassure healthcare staff. Automating repetitive tasks allows employees to focus on complex, value-driven responsibilities, fostering job satisfaction and professional growth.

## Conclusion

AI-driven initiatives, when combined with strategic outsourcing, offer a path to transform denial management by bridging the gap between AR and IT teams. Healthcare organizations that foster collaboration, leverage the strengths of onshore and offshore resources, and invest in training and engagement will be well-

positioned to unlock the full potential of these tools.

By focusing on operational efficiency, financial outcomes, and staff satisfaction, organizations can establish a sustainable, forward-thinking approach to revenue cycle management in today's dynamic healthcare landscape



Ambitions Realized.



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is a seasoned revenue cycle executive with over twenty years of experience in both for-profit and non-profit organizations. As a customer service advocate and a patient-focused, performance-driven leader, he has successfully led and motivated teams of 200 to 500 members. His projects consistently result in increased revenues, reduced costs,

and improved customer relationships, while also building strong leadership teams that sustain progress post-project. As a data-driven professional proficient with technology, he fosters a culture of trust, accountability, and growth, leading to top decile patient satisfaction and employee engagement performance.

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