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Beyond Bots: Agentic AI in Healthcare Revenue Cycle

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The Evolution of Automation in Revenue Cycle

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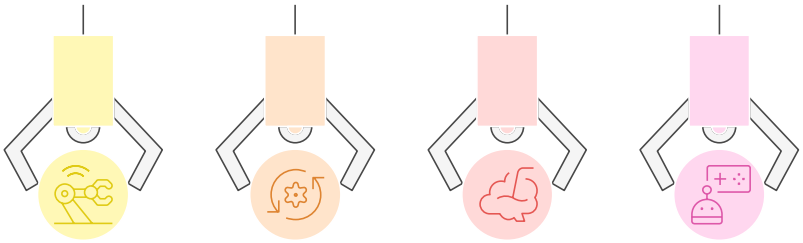
AI Development Timeline



RPA Era

Rule-based bots handled repetitive tasks with rigid workflows and high maintenance.

Process Optimization

RPA maturity improved governance and expanded user cases in denial management.

Generative AI Emergence

Language models assist with documentation and correspondence, but still require human oversight.

Agentic AI

Autonomous agents assess, prioritize, and adapt in real-time with dynamic workflow management.

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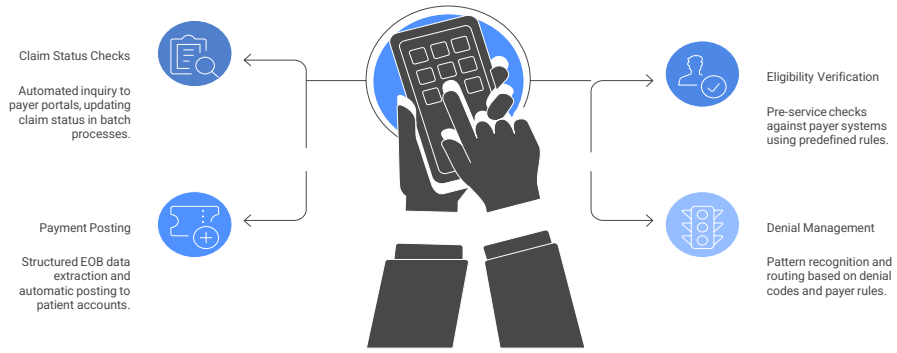
RPA: Still Delivering Value

Traditional Automation Use Cases



Claim Status Checks

Automated inquiry to payer portals, updating claim status in batch processes.

Payment Posting

Structured EOB data extraction and automatic posting to patient accounts.

Eligibility Verification

Pre-service checks against payer systems using predefined rules.

Denial Management

Pattern recognition and routing based on denial codes and payer rules.

The Limitation

RPA excels at "if this, then that" logic, but struggles with exceptions, ambiguity, and dynamic prioritizations

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RPA vs. Generative AI vs. Agentic AI

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Characteristic	Capability	Decision-Making	Adaptability	Example
Traditional RPA	Follows Explicit Rules	None-Executes Predefined Steps	Breaks on exceptions	Bot Logs into Portal, searches claim, copies status
Generative AI	Generates Content and Insights	Suggests actions, requires approval	Context-aware but not autonomous	Drafts appeal letter based on denial reason
Agentic AI	Assess, Decides, and Acts	Autonomous within guardrails	Learns patterns, adjusts priorities	Evaulates claims, optimizes follow-up times

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What Makes AI “Agentic”?

RPA vs. Generative AI vs. Agentic AI

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What Makes AI "Agentic"?

Goal-Oriented

Focuses on achieving specific outcomes rather than just completing tasks.

Contextual Awareness

Understands the nuances of payer behavior and claim complexity.

Dynamic Prioritization

Adjusts worklists based on likelihood of success and financial impact.

Learning & Adaptation

Refines strategies based on outcomes over time.

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Key Difference
Traditional Automation: "Check all claims over 30 days and send standard follow-up"
Agentic AI: "Prioritize claims with highest recovery probability, customize follow-up based on payer patterns, escalate outliers"

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Agentic AI Use Cases in Healthcare RCM

Authorization Follow-Up Management

Challenge: Thousands of pending auths with varying urgency and payer response times

Agentic Solution: AI agent monitors auth status, predicts approval likelihood, prioritizes high-dollar cases, sends customized follow-ups at optimal times, escalates denials with appeal-worthy documentation

Impact: Reduction in auth delays, Decrease in manual touchpoints

Denials Triage and Intelligent Appeals

Challenge: High denial volume with limited staff time and inconsistent appeal quality
Agentic Solution: AI agent classifies denials by root cause, predicts overturn likelihood, prioritizes high-value and high-win cases, assembles payer-specific appeal packets with supporting clinical and financial documentation, and submits within payer timeframes
Impact: Increase in appeal win rates, faster turnaround, fewer low-value appeals clogging queues

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Additional High Impact Areas

- Denial Prevention
- Patient Payment Processing
- Payer Contract Analysis
- Complex Case Routing

Implementation Framework

Phase 1: Foundation (Months 1-3)

Assess current automation maturity and data infrastructure. Identify 2-3 pilot use cases with clear success metrics. Establish governance framework and approval workflows.

Phase 2: Pilot (Months 4-6)

Deploy first agent in controlled environment. Monitor performance against baseline metrics. Gather staff feedback and refine workflows.

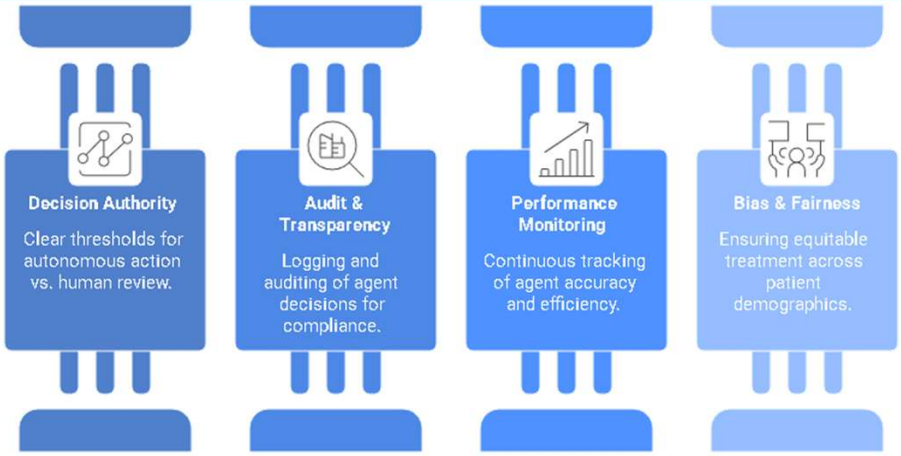
Phase 3: Scale (Months 7-12)

Expand successful use cases to full production. Implement additional agents for proven workflows. Build center of excellence for AI operations.

Phase 4: Optimize (Ongoing)

Continuous monitoring and tuning of agent performance. Identify new automation opportunities. Share best practices across organization.

Governance & Oversight



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Agent Checklist

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Questions/Follow up

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