# Navigating revenue cycle management challenges in healthcare



Healthcare professionals are increasingly facing pressures to enhance operational efficiency, particularly within revenue cycle management (RCM) in light of continuing economic challenges. A recent hospital flash report by Kaufman Hall indicates that while there is relative stability noted in financial data for September 2024, expenses remain persistently high, prompting organisations to explore diverse revenue streams. The report underscores the potential of integrating ambulatory services, such as surgery centers and specialty pharmacies, into existing healthcare services.

Jaideep Tandon, Co-Founder and CEO of Infinx, shared insights on navigating these challenges in a recent article for MedCity News, particularly emphasising the essential role of artificial intelligence (AI) in transforming patient care and its implications for RCM professionals. Tandon noted that while there is a tendency to chase after high-value claims, it is crucial not to overlook the importance of cash flow. "One of the biggest observations I try to impress upon new RCM customers is to not let more cash be the enemy of any cash," he stated. This perspective highlights the significance of focusing on claims that can be closed in a shorter time frame, as delays due to complexity in claims, coding errors, or untimely filings can severely affect operational finances.

In examining the role of technology within RCM, Tandon cautioned against over-reliance on automated systems. Reflecting on his 15 years in the healthcare sector, he revealed that a balanced approach, integrating people, processes, and technology, is essential for success. Tandon remarked, "Most of the RCM leaders I know have experienced what I call 'technology fatigue.'" He advocates for a collaborative model where technology complements human expertise, stating that AI might handle 80-90% of tasks, with the remainder necessitating a nuanced human touch.

Scalability is another critical factor Tandon identified as vital for success in the rapidly evolving healthcare landscape. He illustrated this through his company’s experience, detailing how they have expanded their services from small physician groups to acute care facilities, maintaining that the same tools employed within smaller practices can be effectively scaled to larger operations.

Tandon concluded by reiterating the importance of understanding organizational needs as they evolve, asserting that efficiency in front-of-house operations can also benefit back-end RCM processes. The insights shared provide a strategic framework for healthcare organisations aiming to optimise their revenue cycles in a challenging economic climate, highlighting the integral roles of technology and human resourcefulness in achieving long-term sustainability.

Source: [Noah Wire Services](https://www.noahwire.com)