

Staffing Challenges

Striking the Balance Between AI and Education

August 5, 2025

Learning Objectives

1

Discuss the current challenges of staffing shortages on healthcare's revenue cycle management (RCM) teams

2

Evaluate the use of Artificial Intelligence (AI) to automate menial tasks, allowing your staff to focus on more in-depth and strategic responsibilities

3

Create a robust internal education plan within your organization's retention strategy



Beth Ottinger

RN, BSN, CCS, CPC, PMC-III,
ICD-10 CM/PCS Trainer

VP, Product Management,
Education

FinThrive



Michael Waluk

VP, Data Intelligence

FinThrive



Brandon Burnett

VP, Revenue Cycle

Community Medical Centers

Community by the Numbers

FISCAL YEAR 2023



Revised January 2024



Four hospitals, plus outpatient facilities

CRMC is a state leader in Medi-Cal discharges and ER visits

Trains about 300 new physicians each year with UCSF Fresno



Provides physicians new, diverse ways to partner with us

Includes Community Health Partners = 450+ providers and growing fast



One of the Valley's largest commercial HMO plans

Developed by and for Valley residents for optimum service from Community's network

An integrated healthcare delivery system

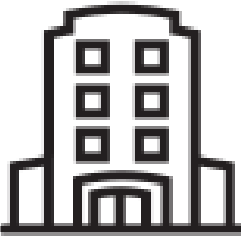
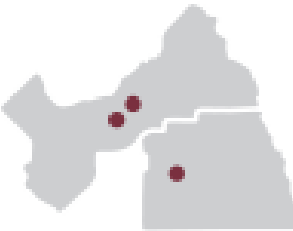
Only comprehensive

Burn & Level 1 Trauma Center

Between Sacramento and LA



Serving 9 Counties

	1,273 Licensed Beds	Community Health Partners GROWTH	10,200 	Employees
The region's largest healthcare provider & private employer	 8,090+ babies delivered Nearly 193,000 ER visits Almost 59,000 inpatient admissions	 450+ Providers  40+ Practice Locations  In Fresno & Tulare Counties	4 	Hospitals
			11,500 	Insured Lives
			2,600 	Affiliated Physicians

Real Life Scenario

1

Monday morning.

Another resignation hits the RCM team.

2

“I didn’t feel **equipped**. I didn’t feel **heard**.”

3

Meanwhile, two floors up—onboarding time cut by 79%.

4

Same staffing crisis.

Different outcome.

5

Burnout ends when AI and education work together.

Burnout...

The industry has lost anywhere from **20%–30% of its workforce over the past two years.**

Of those healthcare workers still employed, many say they are actively considering a change in jobs, or perhaps leaving the field entirely...



Real Life Scenario



1 in 5

1 in 5 healthcare
workers have quit

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47%

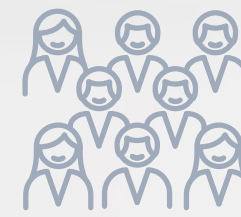
47% of healthcare
workers plan to leave
position by 2025

Real Life Scenario



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47%

47% of healthcare workers plan to leave position by 2025



\$4.6B

\$4.6B – annual burnout costs to the U.S. health care system

Shortage of RCM Labor Dramatically Impacts Revenue



What is the solution?

Artificial Intelligence

OR

Education

What is the solution?

Artificial Intelligence

AND

Education

AI Refocuses Talent

Artificial Intelligence

Education

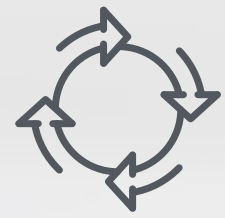
Automation does routine tasks for you

- Time for Education & Critical Thinking
- Improves Job Satisfaction
- Insights to do your job better
- Time for Innovation & Problem-Solving
- Caring for others

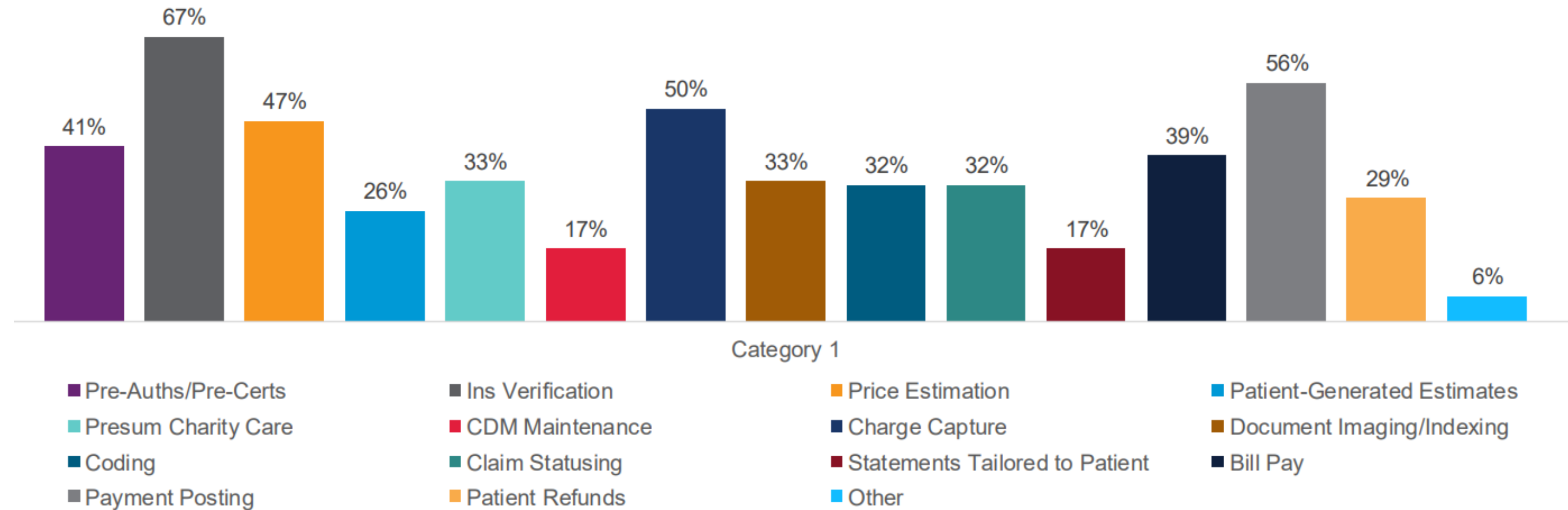
AI isn't a job taker = AI is a time giver

Staff shift from task-doers to Strategic thinkers

Automation in Revenue Cycle Today



% of Organizations
Attempting to Automate
Processes by Revenue
Cycle Function



Patient Access

Where Automation Can Help

Automation can enhance patient access by streamlining account creation, insurance verification, and data accuracy, reducing manual effort and administrative delays

01

Faster Patient Onboarding

Automates account creation, eligibility checks, and insurance verification

02

Enhanced Data Accuracy

Corrects plan codes, policy numbers, and MSP conditions to prevent billing errors

03

Reduced Administrative Burden

Eliminates manual data entry and claim corrections

04

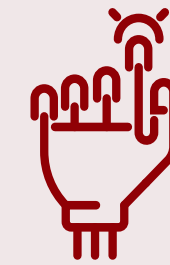
Optimized Revenue Capture

Ensures timely insurance updates, rebilling, and proper payer assignment

05

Improved Patient Experience

Provides accurate estimates and seamless pre-registration processes



Example Bots

- Automatic Account Creation
- Bad Plan Code Update
- Insurance Coverage Information Update
- Contract Manager Account Updates
- Insurance Discovery Integration Update
- Medicare Secondary Payor Form Update
- Insurance Verification

Revenue Collect

Where Automation Can Help

Automation can streamline revenue collection by reducing manual effort in claim processing, eligibility verification, billing adjustments, and cash posting.

01

Faster Claim Processing

Automates eligibility checks, document handling, and claim edits for quicker resolution

02

Reduced Manual Effort

Minimizes labor-intensive tasks like claim follow-ups, charge adjustments, and payer interactions

03

Optimized Cash Flow

Speeds up 835 cash posting and reconciliation for improved financial performance

04

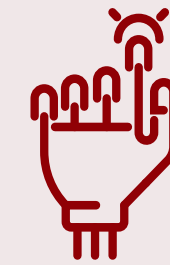
Improved Staff Efficiency

Allows teams to focus on higher-value activities instead of manual claim management

05

Enhanced Accuracy & Compliance

Ensures proper data validation, secure redaction, and adherence to timely filing requirements



Example Bots

- ICN/DCN Claim Population
- Claim Attachments
- Release Secondary Bill Hold
- Baby Claim Eligibility
- Past Due Claim Payments
- Late Charge Rebill
- 835 Cash Posting

Revenue Recovery

Where Automation Can Help

Automation can streamline revenue recovery by automating remit processing, denial resolutions, overpayment reviews, and financial reconciliation—ensuring faster claim resolutions and optimized cash flow

01

Accelerates Denial Resolutions

Automates medical record submissions and patient information requests to expedite claims

02

Maximizes Revenue Recovery

Identifies and processes overpayments, ensuring retention when contractually allowed

03

Enhances Financial Accuracy

Automates self-pay credit verification and unallocated balance management

04

Reduces Administrative Burden

Eliminates manual remit parsing, document submission, and account corrections

05

Improves Compliance & Efficiency

Ensures adherence to payer contract terms and enhances financial reconciliation



Example Bots

- Self-Pay Credit Verification
- Unallocated & Zero Balance Reconciliation
- Remit Parsing and File Creation
- Medical Records Submission
- Overpayment Identification
- Patient Information Request Letter Creation

Revenue Integrity

Where Automation Can Help

Automation can enhance revenue integrity by streamlining charge entry, optimizing accounts receivable and improving reimbursement accuracy. Automate key processes to reduce revenue leakage, ensure compliance and maximize reimbursements.

01

Improves Charge Accuracy

Automates charge entry to reduce coding errors and ensure compliance

02

Enhances Reimbursement Efficiency

Supports accurate and timely claim submissions to minimize delays

03

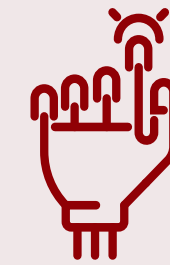
Reduces Manual Workload

Eliminates administrative bottlenecks in revenue integrity workflows

04

Optimizes Revenue Cycle Performance

Strengthens accounts receivable and reimbursement strategies

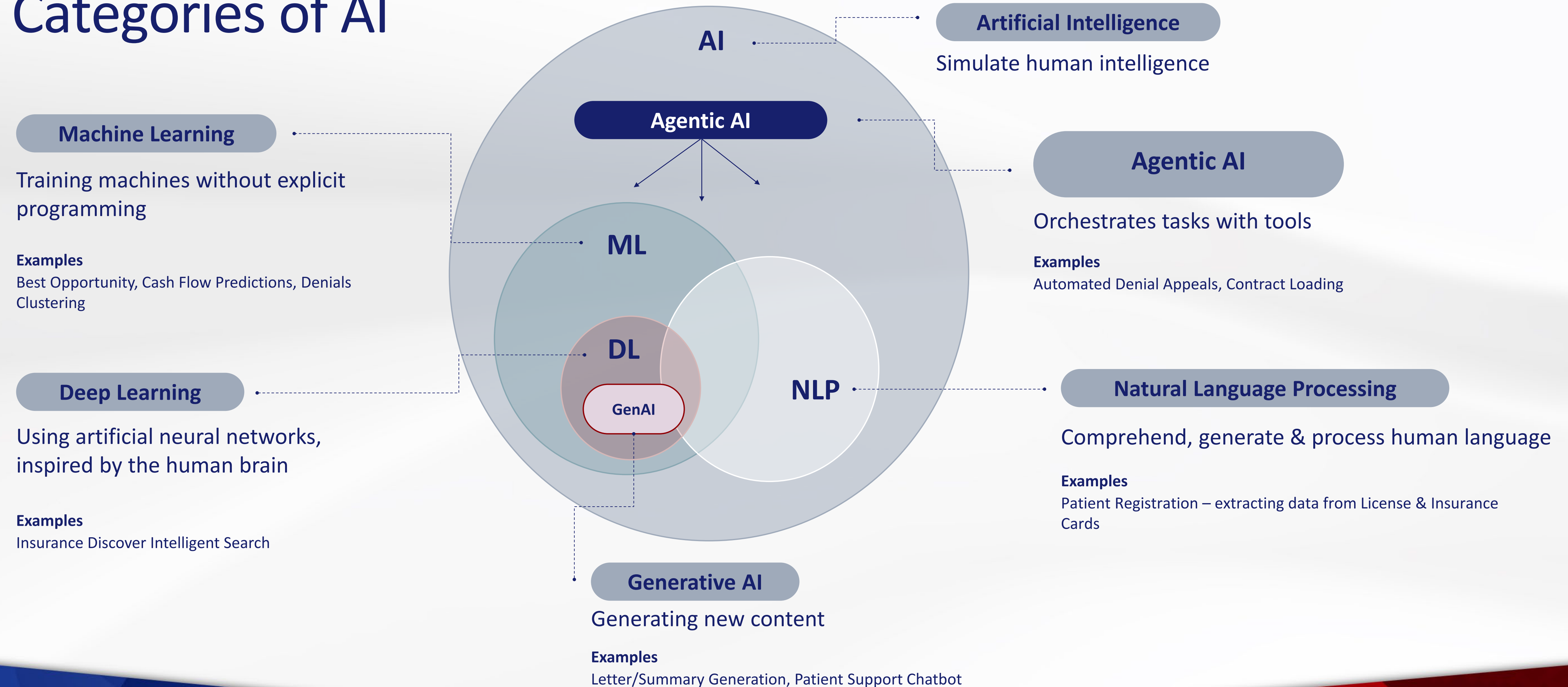


Automation in Action: Charge Entry Optimization

A complex bot (or agent) can pull coding data, update accounts, and ensure precise charge entry—reducing manual intervention and improving revenue capture.

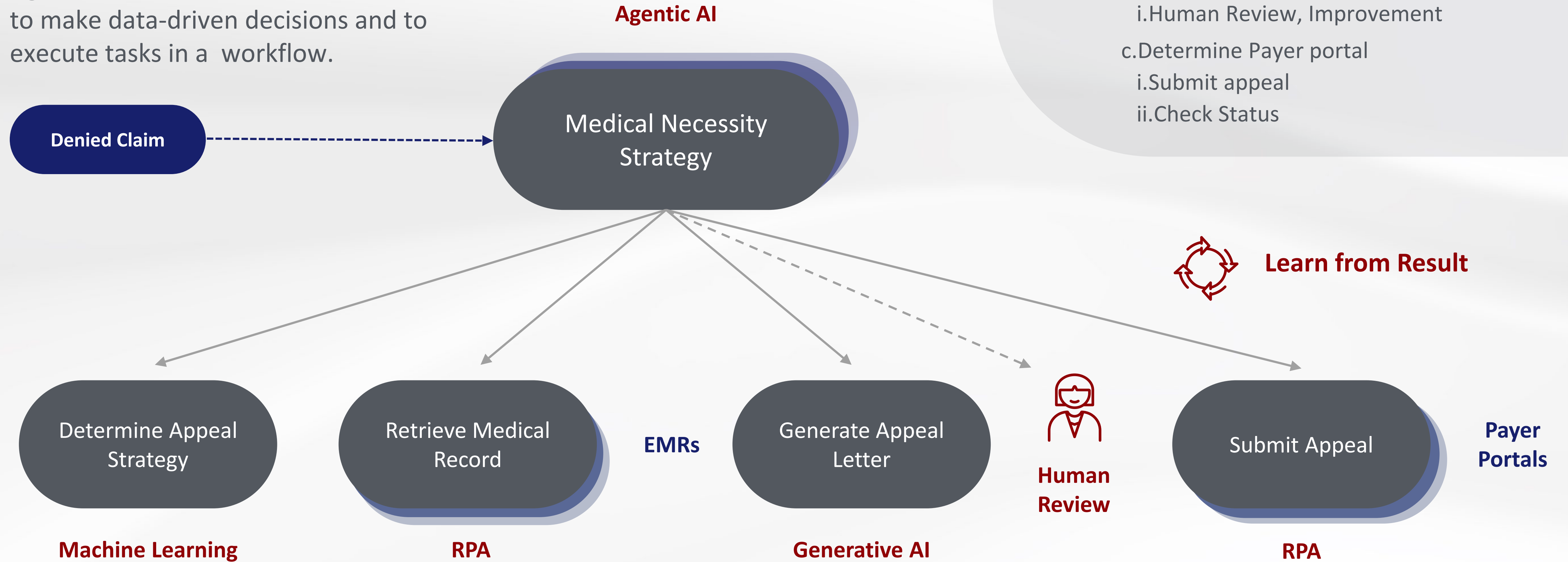
Beyond charge entry, automation can **enhance insurance discovery, streamline government reimbursement processes, and optimize AR workflows**—ensuring financial accuracy and maximizing revenue potential.

Categories of AI



Intelligent Appeals

Agentic AI uses data, tools and connections to make data-driven decisions and to execute tasks in a workflow.



What Education Really Delivers



Yielded **\$17M** of additional revenue and top-tier denial impact of only **0.62%**



Over **\$500k** in annual savings by having employees earn CEUs through FinThrive Learn



In one year, assessments **increased 220%**, reflecting a substantial boost in engagement and utilization



4 hours saved per week for each trainer by utilizing FinThrive Learn



Improved staff performance by 22% and improved job satisfaction



Created a coder pipeline with **60 students** from six community colleges who completed critical coding internships using FinThrive, creating a prescreened candidate pool



Enabled **successful succession planning** as staff grows within the organization



Reduced average onboarding time by **79%** — from 24 weeks to 5 weeks



100% satisfaction among coders



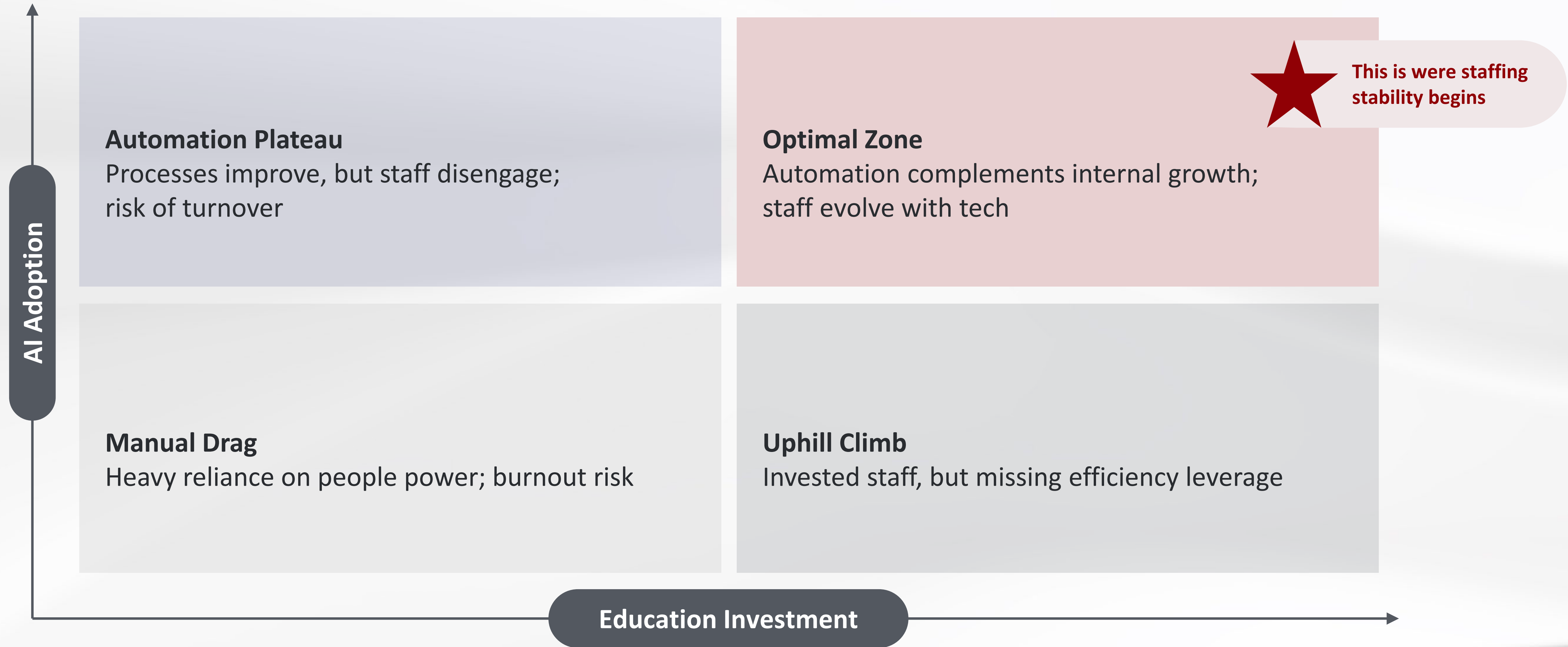
Achieved **100% success rate** in new apprentice program, with all hired as coders

Call to Action

Designing a Smarter Retention Strategy

- Map the Workflow
- Conduct Role-Based Time Studies
- Survey Engagement and Satisfaction
- Evaluate Onboarding & Training Efficiency
- Review Retention and Internal Mobility Trends
- Layer in Automation and Education Data

Staffing Strategy Matrix



Vendor Evaluation Checklist

Finding the Right Partner for AI + Education

Must-Have Capabilities

- ✓ Offers both AI and education tools under one strategy (not siloed solutions)
- ✓ Supports custom onboarding paths based on learner role and readiness
- ✓ Demonstrates quantifiable outcomes (e.g., time saved, performance improved)
- ✓ Integrates AI in a way that frees staff for higher-value work
- ✓ Helps build long-term internal pipelines (e.g., community college partnerships)

Smart Questions to Ask

- How does your solution tie into my retention strategy?
- Can your AI recommend learning based on task gaps or usage patterns?
- What AI tools do you have across your solutions?
- What kind of data do you track around employee engagement and satisfaction?
- Do you offer benchmarking or success metrics against industry norms?
- How do you support ongoing learner motivation (not just compliance training)?



Questions?

Thank you!



Beth Ottinger

Bottinger@finthrive.com



Michael Waluk

Michael.waluk@finthrive.com



Brandon Burnett

Bburnett@communitymedical.org