

Mastering Denials Management: The AI Edge in Revenue Integrity

Stuart Newsome, VP of RCM Insights

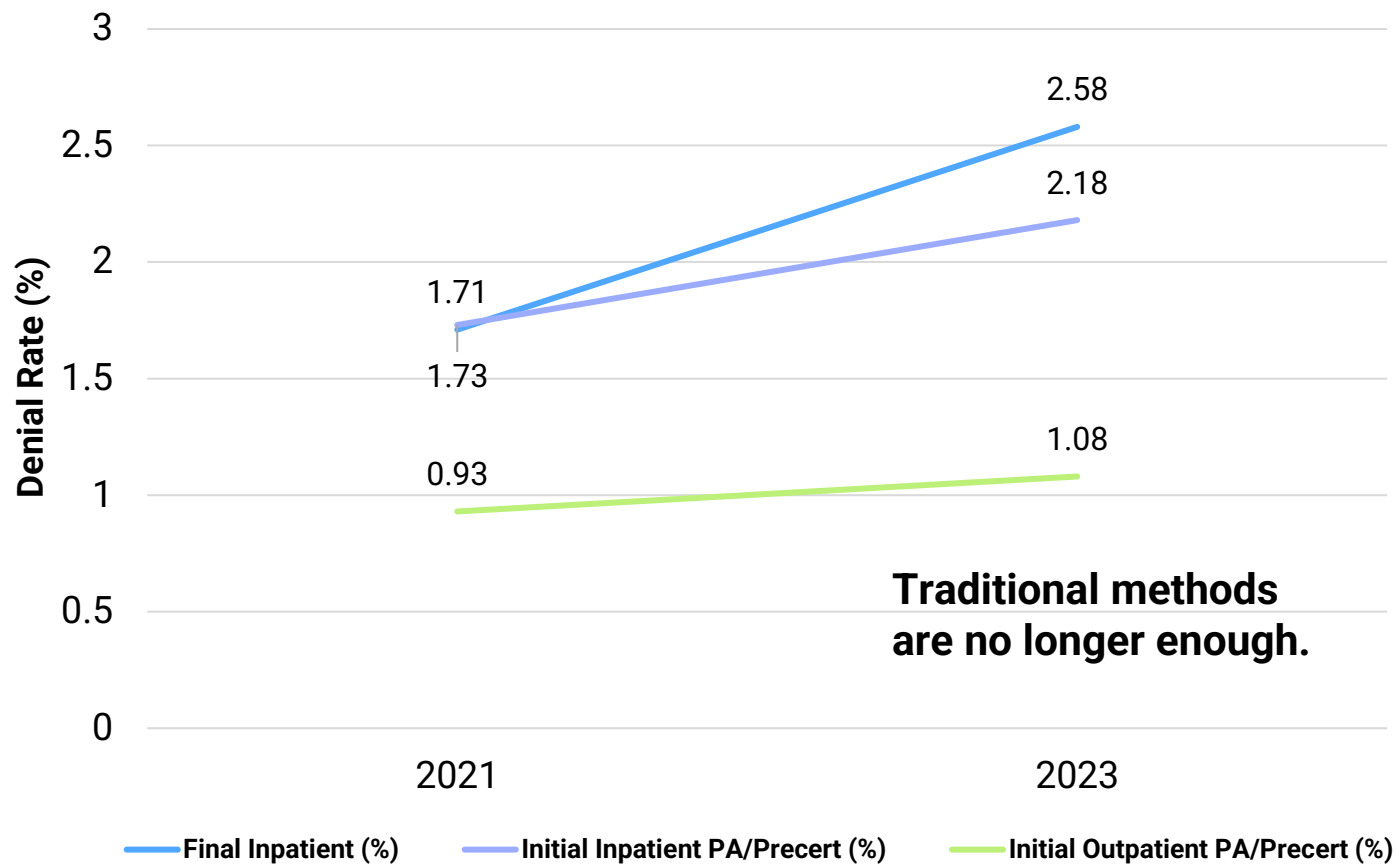
Ramona Hernandez, VP of Revenue Cycle Growth & Strategy

HFMA Hawaii Chapter | September 16



Setting the Stage: Why Denials Matter Now

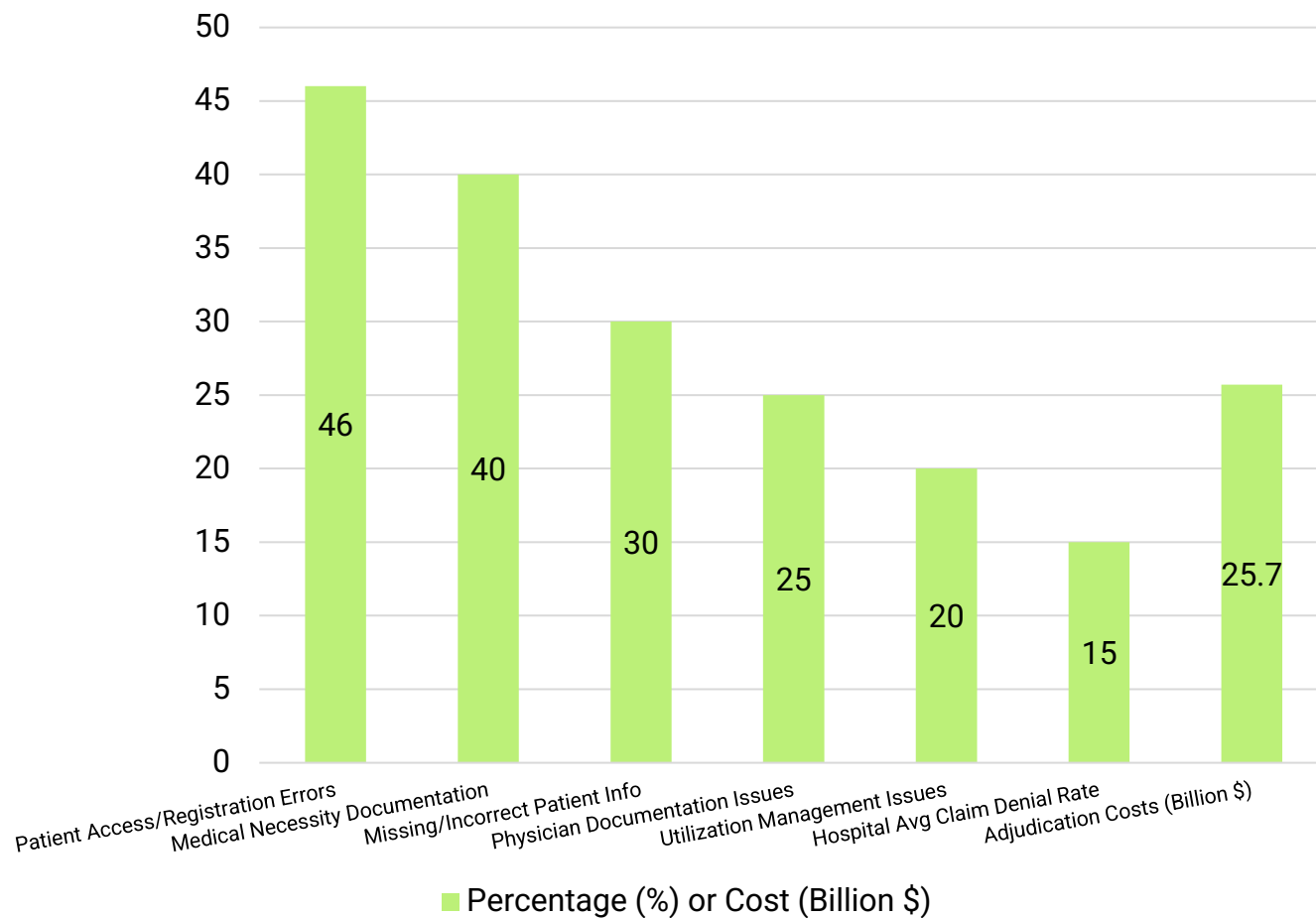
Hospital Inpatient & Outpatient Denials Trend (2021-2023)



- Payer scrutiny is rising
- Denials are climbing
- Margins are shrinking

The True Cost of Denials

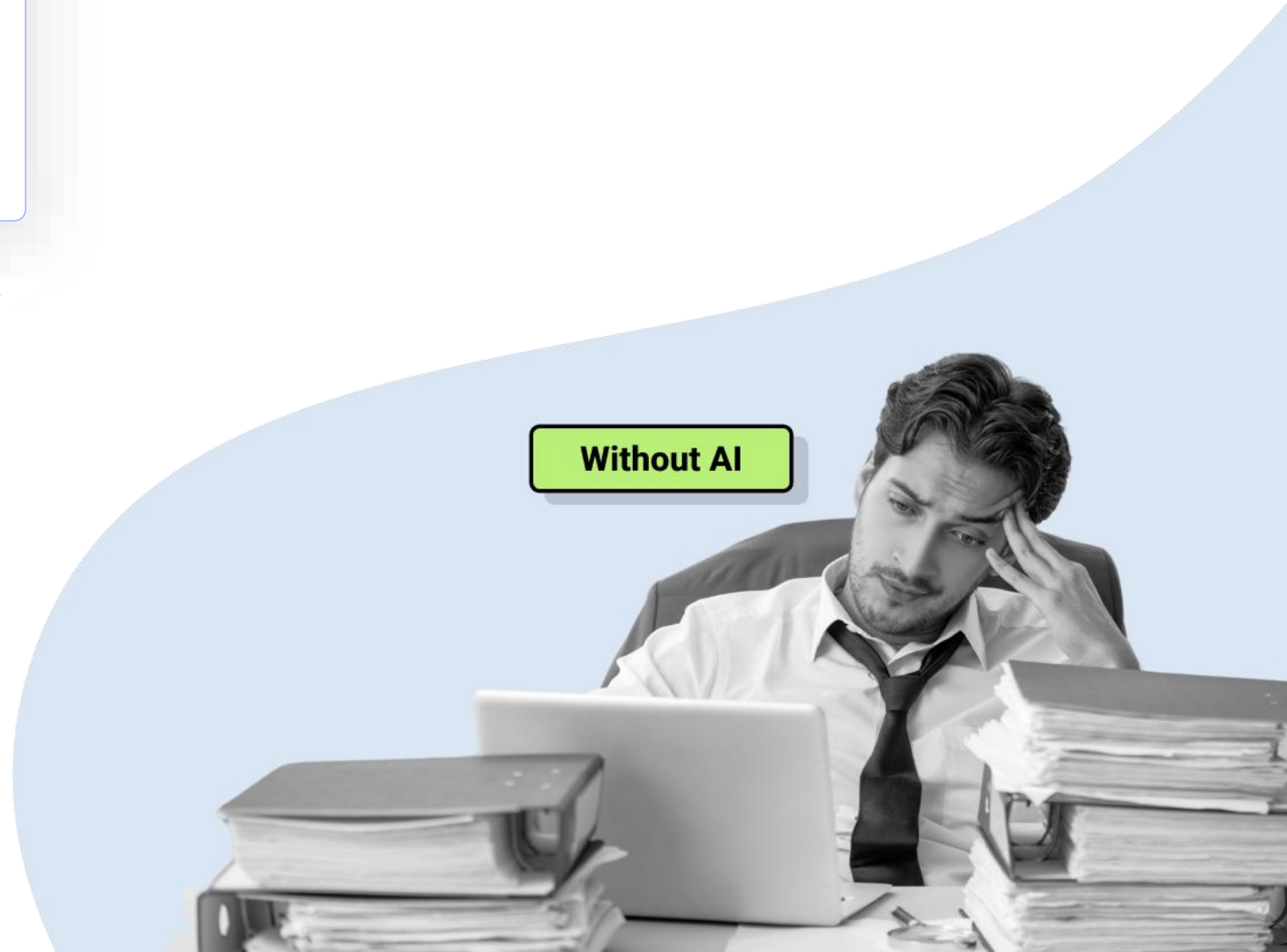
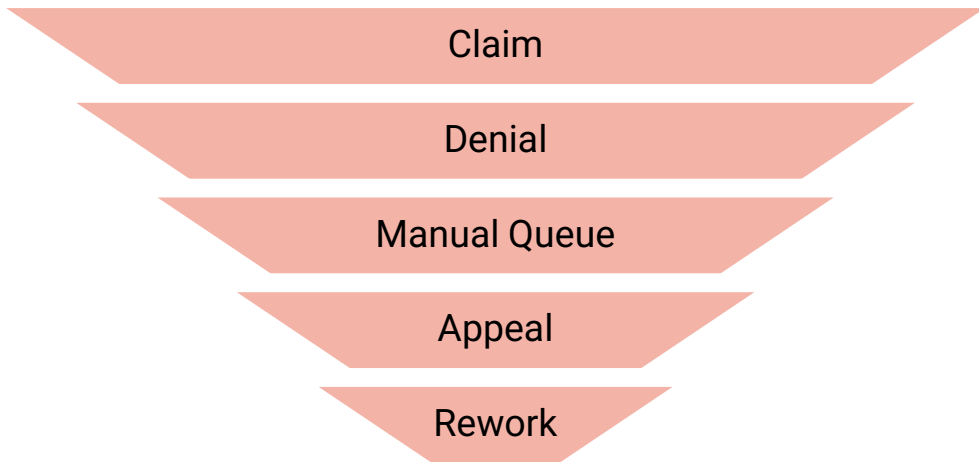
Top Hospital Denial Drivers & Costs (2023)



- Medical necessity
- Prior authorization
- DRG validation
- Coding & documentation

Limits of Traditional Denials Management

- Reactive, not proactive
- Manual, labor-intensive
- Unsustainable at scale



Generative AI vs Agentic AI



Generative AI (Thinking Partner)

- **Purpose:** creates content
- **Behavior:** reactive
- **Scope:** single-step tasks
- **Example:** draft an appeal letter, patient-friendly denial explanation

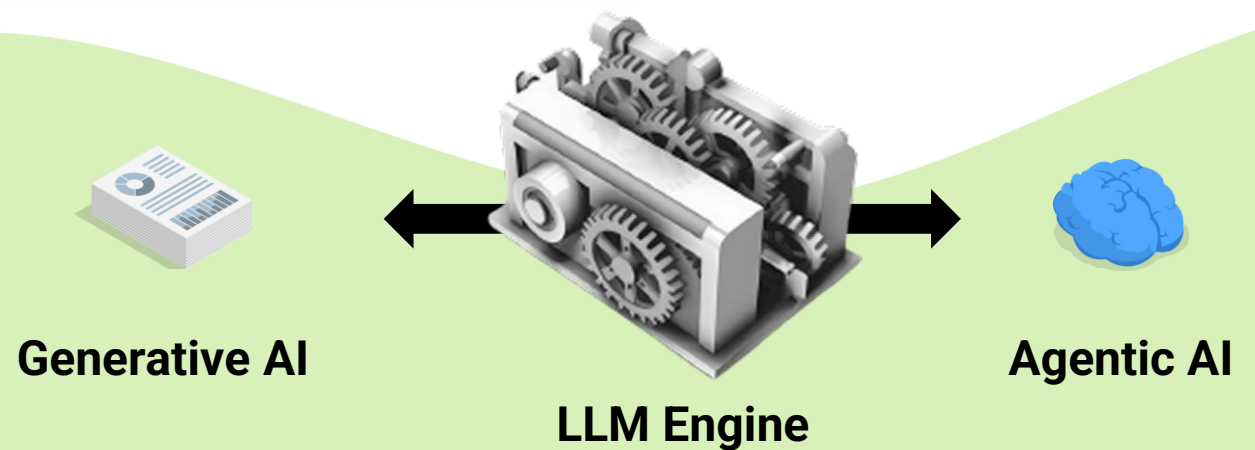


Agentic AI (Doing Partner)

- **Purpose:** makes decisions & takes actions
- **Behavior:** proactive
- **Scope:** multi-step workflows
- **Example:** intake referral → check eligibility → trigger prior auth → update EMR → monitor status

Different Goals, Same Brainpower

- Both powered by LLMs for language, context, reasoning
- Difference in use:
 - Gen AI → single prompt → content
 - Agentic AI → decision loop → actions
- Analogy: LLM = engine; Gen AI = typewriter; Agentic AI = self-driving car



AI in Revenue Cycle: The Basics (expanded touchpoints)



Predictive denial risk scoring



Machine learning for claim patterns



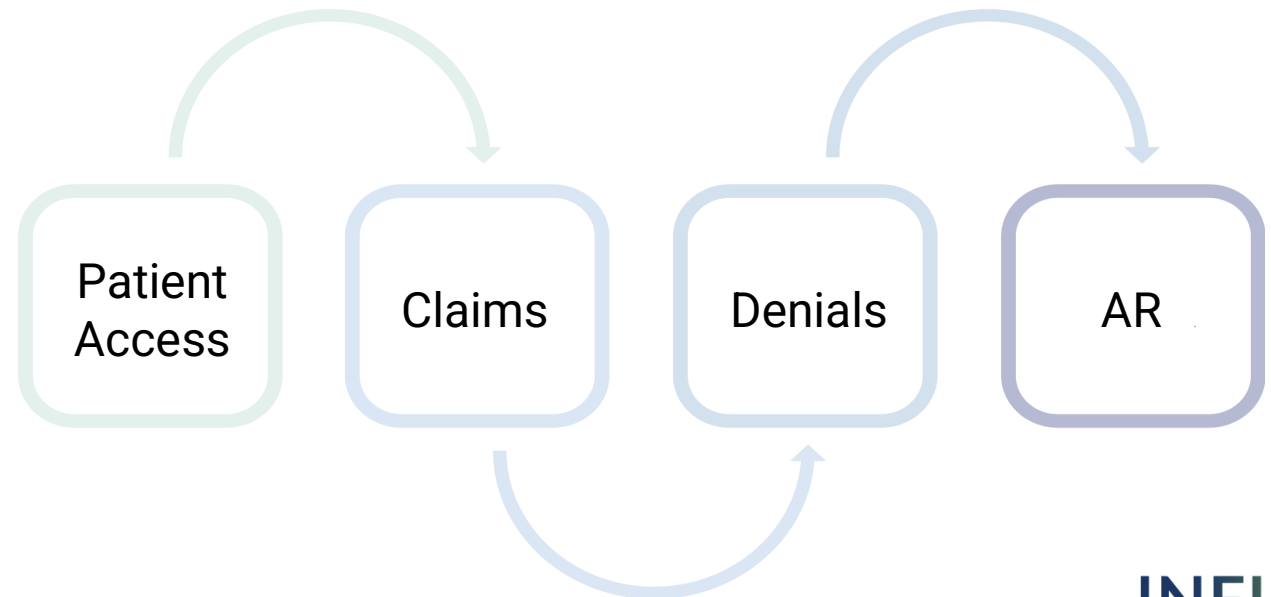
Document Capture Agents (categorize → extract → route)



Prior Authorization automation (initiate, monitor, update)

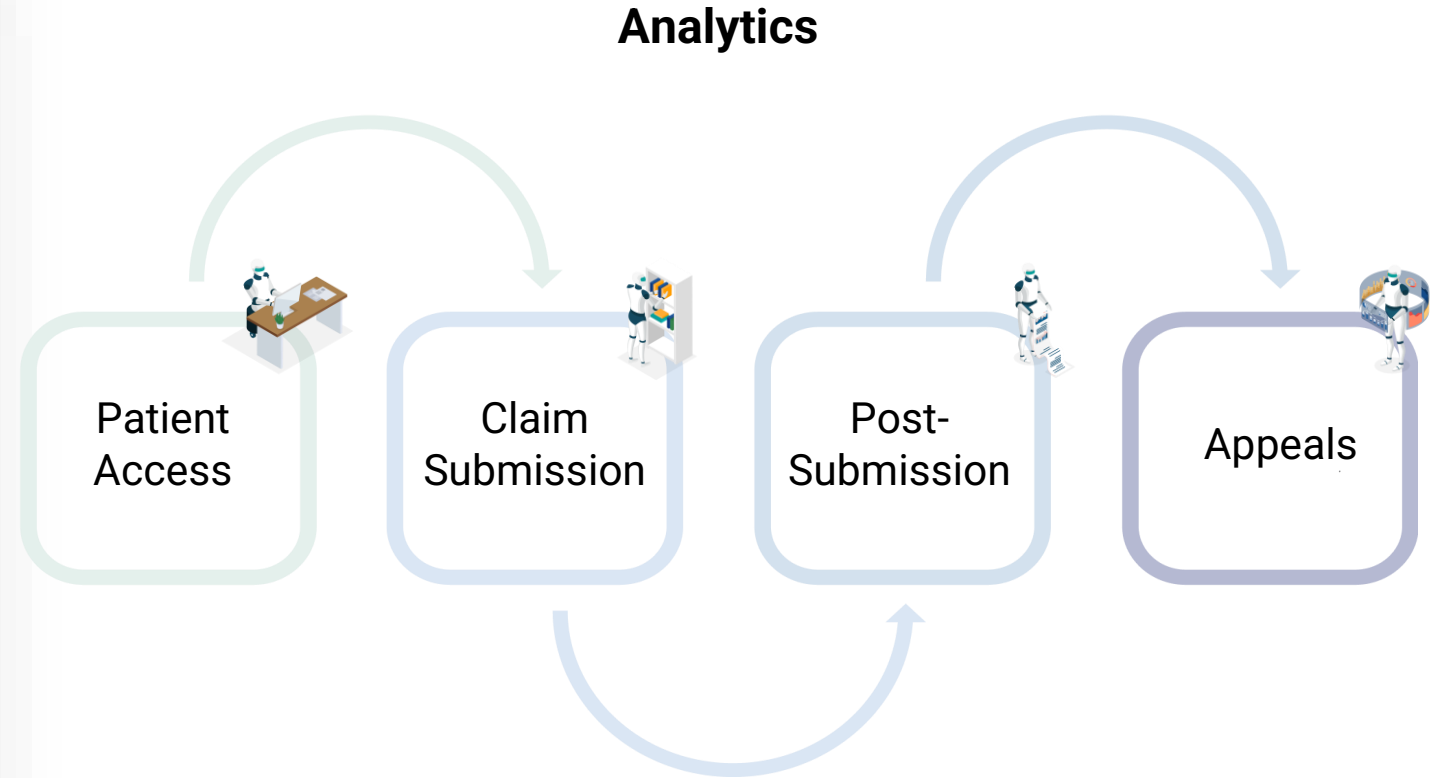


Eligibility & Benefits validation (EVB)



Examples of AI Agents in Denials Management

- Denial Prevention (pre-claim scanning)
- Appeals Support (hypothetical example)
- Eligibility & Benefits Validation (EVB)
- Prior Authorization Triage
- Document Capture & Routing
- Analytics Layer for leadership



Anecdotal Case Study (Storytelling)

What Works. What Doesn't.

Before:

Manual queues.
Delayed appeals. Burnout.



After:

Fewer denials.
Faster appeals.
Higher-value work.

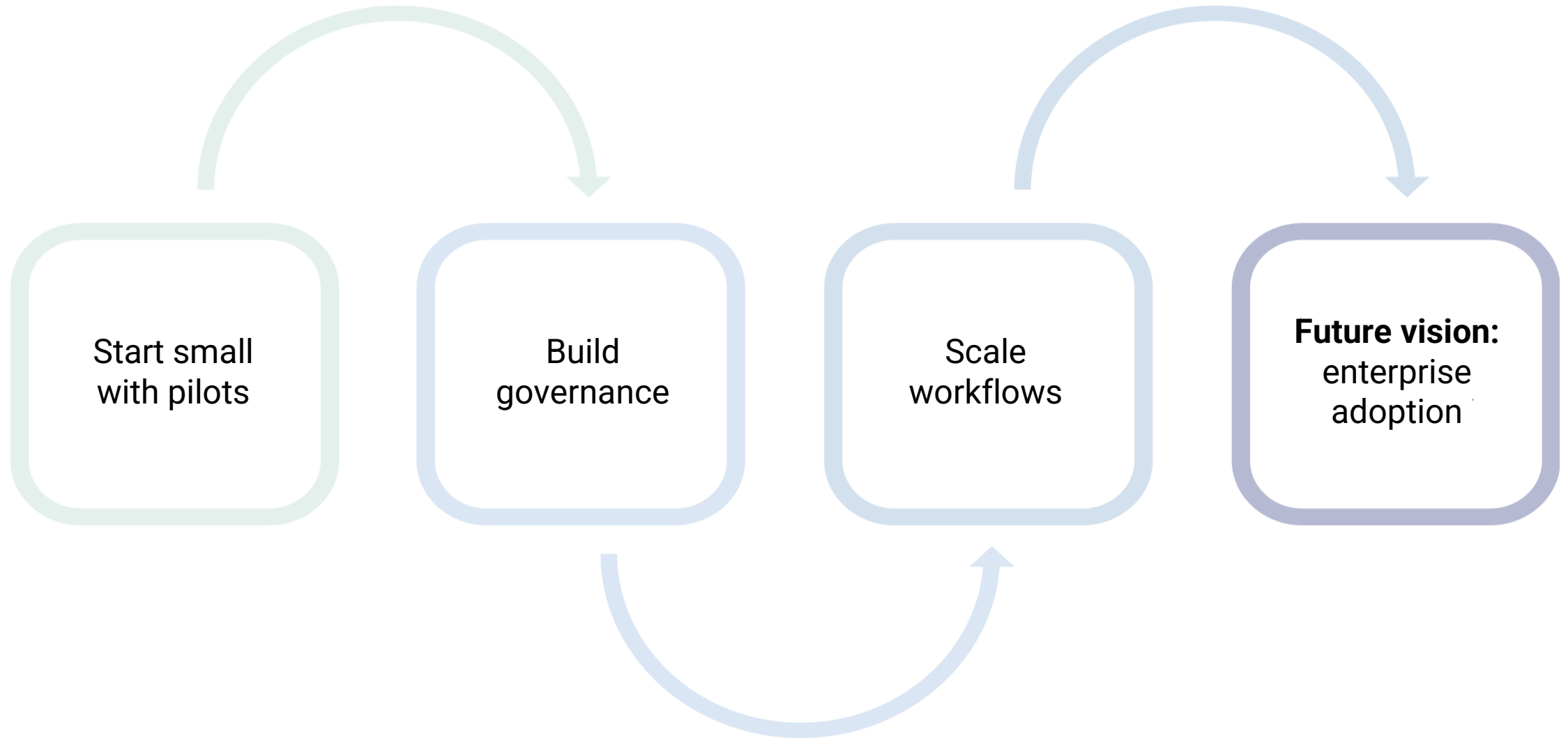


Governance and Oversight

- Transparent & auditable
- Compliance-driven
- Human oversight critical

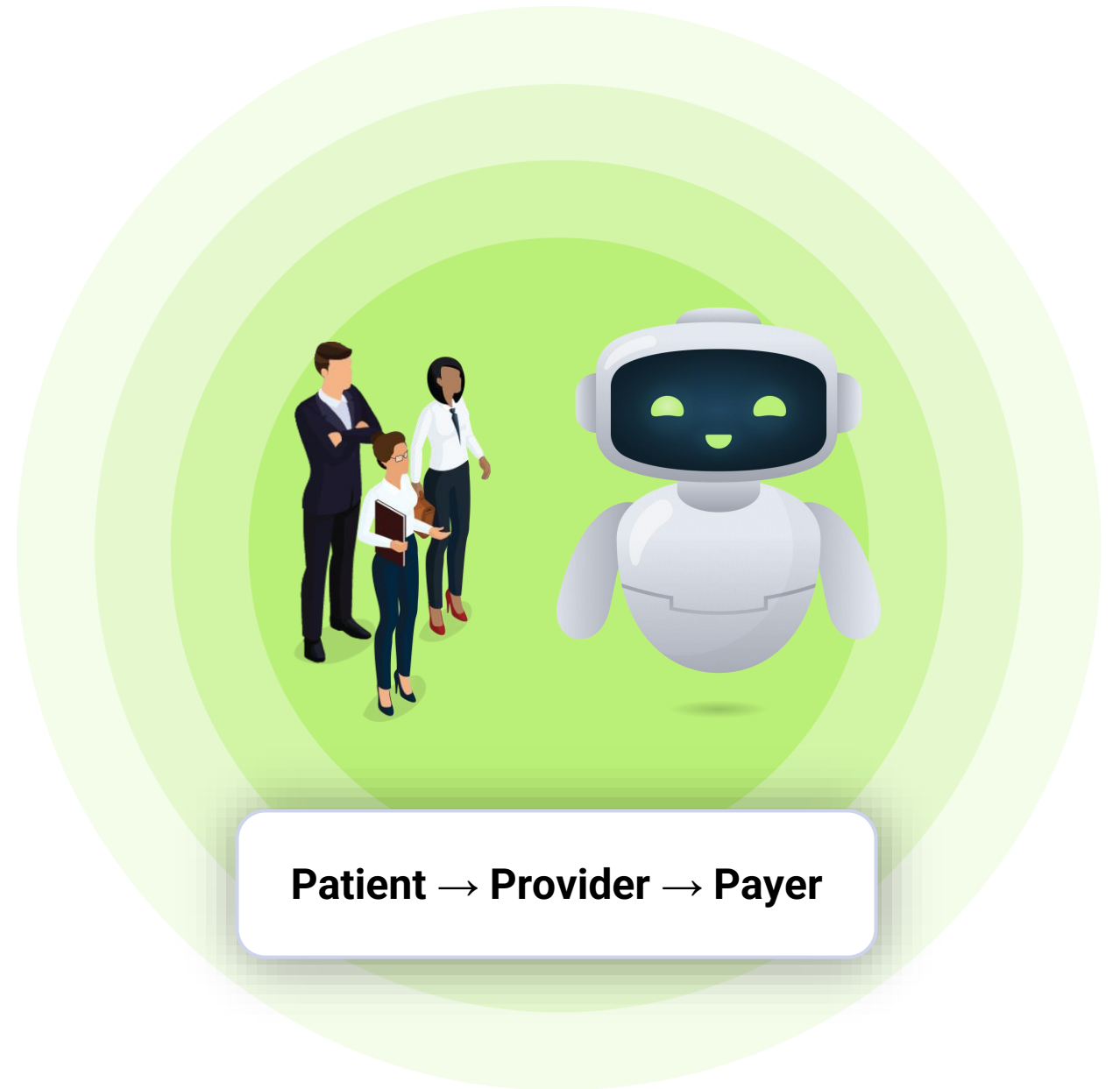


Strategic Roadmap for Leaders



Future Vision

- Agents across patient access & RCM
- Proactive revenue protection
- Strategic revenue integrity



Wrap-Up: Key Takeaways



Denials will escalate



Gen AI interprets, Agentic AI acts



Automation reduces rework



Leaders can elevate denials to strategy

INFINX

Q & A

Thank you for joining!

HFMA Hawaii Chapter | September 16



Stuart Newsome, CPCO

VP of Marketing

stuart.newsome@infinx.com



Ramona Hernandez

VP of Revenue Cycle Growth
& Strategy

Ramona.Hernandez@infinx.com