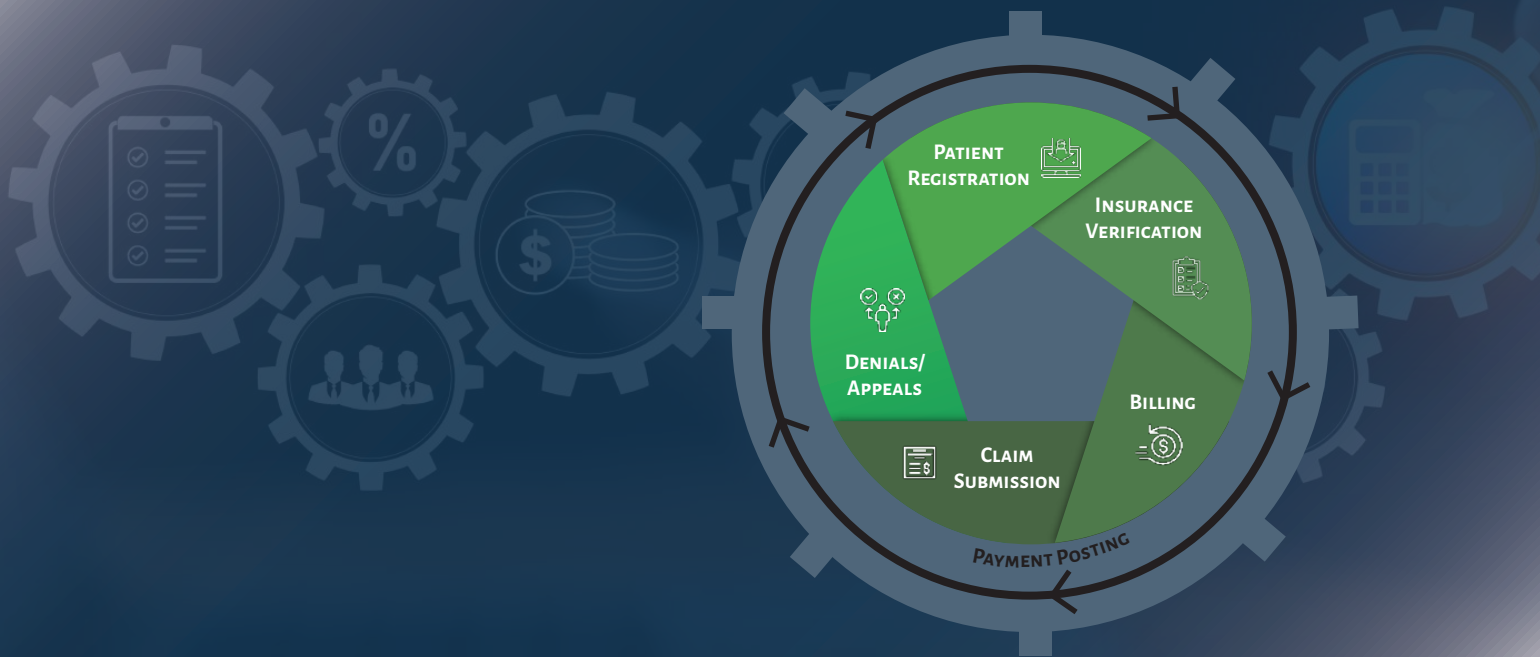




Improving Cash Flow Through Smarter Revenue Cycle Management Using AI and Voice Agents

Client

A leading provider of advanced genetic and molecular diagnostic testing.

Challenge

The client, a leading diagnostic company, faced mounting challenges across their Revenue Cycle Management (RCM) processes, including:

- Fragmented systems and communication channels
- Undefined ownership and unclear accountability
- Lack of workflow standardization
- Heavy reliance on manual tasks and limited automation
- Absence of unified data infrastructure and real-time visibility

These systemic inefficiencies hindered the ability to scale, optimize reimbursements, and maintain operational excellence in a highly specialized, data-intensive lab environment.

Engagement Partner

BigRio was brought on as the strategic technology partner to lead the client's RCM transformation. The engagement spanned:

- Advisory services to guide operational and technology change
- Automation planning and deployment for high-burden processes
- Analytics enablement with dashboards and centralized data infrastructure
- AI and Voice Roadmap Development tailored to the complexities of genetic and molecular lab billing

Objectives

BigRio and the client defined five core objectives to guide the transformation:

- Standardize and document RCM workflows across patient access, billing, coding, and collections
- Introduce process automation to reduce manual rework and error-prone activities
- Centralize data and systems to enable near real-time performance visibility
- Build role-based dashboards for operational oversight and KPI tracking
- Design a future-state roadmap for AI and voice agent enablement across RCM processes

Strategic Approach

The transformation journey was structured around five key pillars:

1. **Automation:** Rule-based and AI-driven workflows to streamline repetitive RCM tasks
2. **Dashboards:** Interactive, cross-departmental dashboards using Tableau and Snowflake
3. **AI Enablement:** Intelligent denial prediction, generative AI for appeal letters, and more
4. **Voice Systems:** AI voice agent roadmap and communication system modernization
5. **Best Practices & Governance:** Process mapping, SOPs, and RACI-based ownership models



Outcomes Expected

- 25–40% reduction in manual RCM workload
- Improved claim quality and reimbursement timelines
- Near real-time operational visibility for leadership
- Clear accountability across RCM functions
- A future-ready RCM ecosystem prepared for AI and voice integration

Conclusion

Through its partnership with BigRio, the client is redefining how lab-based RCM can operate at scale. By integrating automation, AI, and data intelligence, the organization is building a modern, resilient, and efficient ecosystem that sets a new standard for operational excellence in genetic and molecular testing.

LET'S CONNECT

For more information on how BigRio can help you, contact us at info@bigr.io or [click here](#).