Currance®

ADJUSTING THE SAILS FOR SUSTAINABLE SUCCESS:

A CFO'S STRATEGIC GUIDE TO NAVIGATING REVENUE CYCLE TRANSFORMATION

Executive Summary

As healthcare executive navigate unrelenting margin pressures, operational inefficiencies, and workforce disruptions, revenue cycle management (RCM) stands primed for transformation from a traditional cost center to strategic value-driver.

With insights drawn from industry data and real-world experience, explore the current state of healthcare finance, identify the greatest areas of vulnerability, and outline a proven path forward. The result is a new financial trajectory—one rooted in partnership, performance, and sustainable success.

Introduction: Adjusting the Sails in Uncertain Waters

As economic headwinds continue to challenge healthcare organizations, today's health system CFOs must move beyond reactive navigation, as financial conditions have grown rough with rising costs, declining reimbursements, and ongoing staffing shortages. While the wind may be unpredictable, how you set your team's sails determines your path to weather the stormy conditions towards sustainable success.

In 2025, leading financial executives have been rethinking how they approach revenue cycle management (RCM).This should come as no surprise, as RCM is no longer just a back-office function. Rather, it has become the strategic 'rudder' as a value driver for health systems to harness —one that can steer your organization toward stability, resilience, and sustainable growth.

This guide explores how CFOs can adjust RCM strategy to harness the changing winds, the confidence of trusted partnerships, and why Currance is being chosen by major health systems to chart a steady course to sustainable success.

Industry Pulse: Forecasting the Financial Climate Ahead

The financial stability of health systems is more precarious than ever. In this section, recent market research and survey data is unpacked to provide a clear picture of the extraordinary challenges CFOs are navigating.

RISING TIDES OF COST & COMPLEXITY

The growing financial pressures with rising expenses and operational challenges making sustainability more difficult than ever.

>50%
of rural hospitals are currently operating at a loss.
(Chartis, 2024)

2023
Hospital bankruptcies reached a 5-year high.
(Becker's Hospital Review, 2024)

15%
Increase in labor costs have since 2020.
(HFMA, 2024)

STAFFING STORMS AHEAD

Healthcare workforce shortages of seasoned, experienced talent is accelerating, straining revenue cycle teams and creating critical staffing gaps that challenge operational performance.

6.5M
healthcare professionals expected to exit the workforce by 2026.
(Oracle HCM, 2024)

19.5%
Average RCM department turnover.
(AKASA, 2024)

20+
# of positions/hiring gaps that many CFOs face in revenue cycle alone.
(Experian, 2024)

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PAYER CURRENTS ARE SHIFTING

Hospitals are grappling with increasingly complex and burdensome payer requirements, leading to administrative fatigue and a growing focus on denial management.

$20B
spent in 2022 battling denials.
(Fierce Healthcare, 2023)

75%
of hospitals identify payer processes as a top administrative burden.
(RevCycle Intelligence, 2024)

50%
of leaders rate denials management as the most time-consuming RCM task.
(RevCycle Intelligence, 2024)

VISIBILITY FOG AND REVENUE DRIFT

Lack of transparency across RCM continues to undermine performance, causing preventable revenue loss and missed optimization opportunities to deliver sustainable performance.

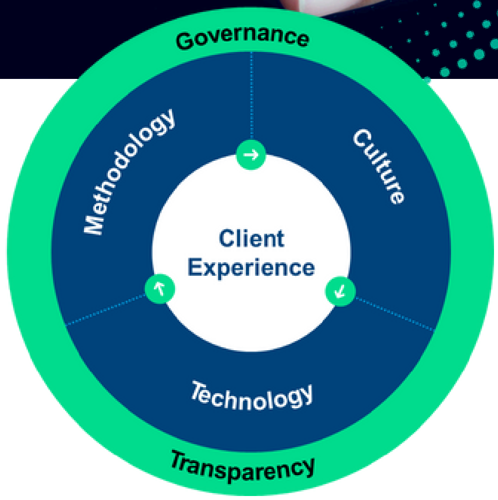
???
Many systems lack insight into where revenue is leaking.
(Kaufman Hall, 2024)

3-5%
of net patient revenue is lost annually due to inefficiencies.
(Currance Internal Data, 2024)

~25%
of revenue cycles are currently outsourced as untapped potential.
(Ensemble HP, 2024)

Why Partnerships are the New Compass

As organizations face these headwinds, many are recognizing that navigating alone is no longer viable. Partnerships are now strategically essential to deliver sustainable performance in your RCM, but how do you justify the value and be mindful of impact on other areas of the business? With a proven approach, Currance helps our partners transform their revenue cycle from a cost center to strategic value-driver.



Methodology:

Patented performance methodology that streamlines and automates processes, prioritizes tasks, and aligns functions for lasting performance improvement.

- Achieve best practice standards
- Maximize earned revenue
- Empower teams and individuals with actionable data

Culture:

Empowers experienced, data-focused teams collaborate to create efficiencies for maximum performance.

- Experienced, self-managed RCM teams and performance playbooks
- Continuous process quality and throughput improvements
- Workforce development programs and organization engagement

Technology:

Proven technology platform that accelerates performance through patented workflow prioritization and root cause analytics with actionable insights to driven process change and improve yield performance.

- Yield performance platform with root cause insights
- Analytics with actionable insights and process interventions
- Ecosystem of vendor partners ready at your point of need

Transparency:

Clarity and accountability underlie yield measurement with integrated reporting and transparency across claims, billing, and collections, enabling the essential components for achieving sustainable revenue cycle performance.

- Clear, deep understanding of revenue cycle performance
- Greater focus on critical path opportunities
- Overcome challenges for improved cash flow and efficiency

Governance:

Currance offers co-managed, flexible business models and 360-degree client support, delivering data-directed decisions for engagement and performance, achieving transformation objectives through performance-focused collaboration.

- Joint accountability for overall revenue cycle performance
- Collaborative relationships with peer functions
- Strategic value of the revenue cycle for your organization

Currance: A Co-Governed Model for Performance

Currance delivers more than services—we deliver sustainable outcomes. Our model integrates deeply with your existing team and technology to build a path forward that is sustainable, measurable, and aligned to your goals.

The Currance Difference: Questions to Ask Yourself & Your Current Partner/Team

People:

Seasoned, performance-focused teams augmented by patented workflow prioritization with automation, and analytics with actionable insights .

- How are you attracting and retaining seasoned, performance-delivering talent and leveraging workforce management best practices?
- How is your current technology prioritizing and ensuring that the highest impact accounts are being worked first?
- Does your current partner/structure offer on-demand flexibility with your short- and long-term insourcing and outsourcing needs, partnering with customers to share resources?

Process:

Continuous improvement and patented methodology baked into every client journey for sustainable RCM success.

- How is your current vendor or RCM team collaborating to drive continuous process change improvements to maximize performance?
- Does your current strategy/process provide the actionable intelligence and insights needed to make data-driven decisions?
- How are you measuring and transforming your revenue cycle to reduce costs, accelerating cash collections, and optimizing yield performance?

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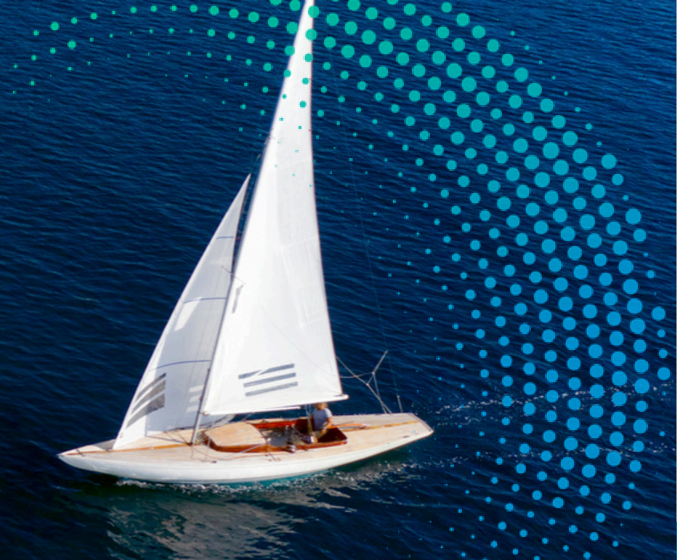

The Currance Difference: Questions to Ask Yourself & Your Current Partner/Team

Technology:

Accelerate performance with a platform powered by prioritized workflows, process analytics, and integrated technology partners:

- Are you leveraging data curation and automated workflows to eliminate low value-added work efforts to keep team focused?
- What type of data and reporting are being leveraged to measure and transform your RCM performance, such as real-time yield & account level analytics with proactive actionable insights?
- Are you working with trusted integrated technology partners to provide best-in-class revenue cycle capabilities (i.e. HiTrust & SOC certified)?

Trusted Outcomes:

Transparent reporting and shared KPIs across every engagement, whether a project-based scope or Comprehensive Business Office operations:

- Is my vendor identifying issues, problems, and opportunities on a continual basis and communicating solutions to address them effectively?
- Are they providing actionable insights through monthly operating reports to drive sustainable success?
- Is my current vendor merely filling a gap or are they aligned with and executing for long term sustainable performance?

"From the increased capabilities of their proven revenue cycle solutions being implemented quickly, to leveraging their capabilities and seasoned teams focused on performance that execute efficiently, Currance has become our trusted partner offering a purpose-built operation to support our aggressive financial growth and geographic expansion goals."

- Steve DeVoe/C-Suite Executive at CNOS

Making the Case for RCM as a Strategic Value Driver

Revenue cycle management is often viewed as a back-office function. Yet the complexities of today's healthcare landscape make it one of the few remaining strategic value-driving levers for improving margins, enhancing cash flow, and supporting sustainable growth.

Key Considerations:

- **Eroding Margins**: Every percentage point in collection matters.
- **Complex and Shifting Payer Mixes:** Commercial, Medicare Advantage, Medicaid, and value-based contracts each require specific workflows.
- **Technological Lag:** Many organizations still rely on outdated systems and manual processes, which limit automation and real-time visibility to take action.
- **Administrative Burdens**: Frontline staff often spends a disproportionate time on repetitive tasks, draining resources and ultimately, morale.

How Currance Charts a New Course for Financial Health

Revenue cycle is a financial value driver versus traditional views as a cost center when managed strategically. Currance helps our client partners to:

- Maximize cash collections through prioritized workflows, intelligent automation, & actionable insights.
- Reduce non-value-added work/administrative burden enabling staff to focus on patient care.
- Solutions designed to reduce cost and optimize yield performance.
- Structured workforce development and improved workplace satisfaction leads to better patient care and employee retention.

Case Study Snapshot:

CNOS

Through their partnership with Currance, this Midwest multi-specialty healthcare provider has transformed its revenue cycle into a high-performing, strategic value-driver to support their financial objectives and geographic expansion goals to serve more patients where they work and thrive. By leveraging patented technology with automated workflows, seasoned workforce expertise, and data-driven decision making, Currance established and continues to enable sustainable financial and operational success for CNOS expanded, ongoing partnership demonstrates our proven ability to not only accelerate cash flow for immediate needs, but also provide long-term sustainable results by transforming their revenue cycle from cost center to strategic value driver through:

- **Quantifiable ROI:** Proven financial impact with direct cost savings, improved collections, and net revenue gains.
- **Proven Revenue Cycle Model:** A sustainable RCM framework that delivers against performance objectives, payer mix optimization, and this client's geographic expansion goals.
- **Sustainable Financial Health**: Beyond short-term improvements of today, Currance delivers long-term revenue cycle optimization of tomorrow.
- **Strategic Workforce Deployment**: Flexible, certified staffing solutions tailored to mitigate labor shortages and drive efficiency.
- **Performance Insights & Governance:** Implementation of performance playbooks, executive dashboards, and root cause analytics deliverable sustainable performance improvements, with clarity and control delivered through continuous communication, performance tracking, executive reporting, and ongoing process refinements on a daily, weekly, and monthly basis.
- **Adaptability with Industry Trends**: Currance solutions address key executive challenges, including value-based care, reimbursement pressures, workforce constraints, and evolving compliance regulations.

Revenue cycle yield improvement	A/R days eliminated	Non-value-added work reduced
3-6%	**10-25%**	**15-35%**
Collect more cash from expected revenue	Accelerate cash collections	From transactional activities to efficient and effective

Navigating Toward Sustainable Success

Currance is ready to adjust the sails of your RCM and improve healthcare together.

Contact sales@currance.com to get started on a better path to sustainable performance.

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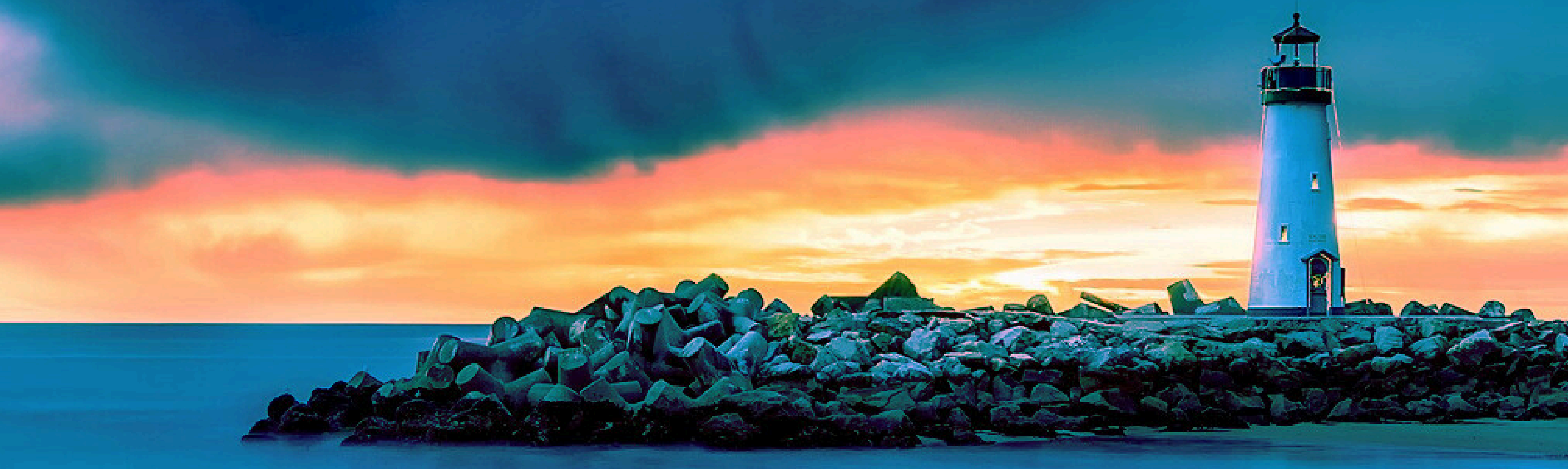

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