

Representative Customer	Business Challenge / Use Case	EqualizeRCM Solution	Impact
Cedar County Memorial Hospital: Critical Access Hospital in El Dorado Springs, Missouri	Underperforming outsourced RCM vendor, growing aged insurance AR, high-dollar accounts nearing timely filing limits, elevated unbilled AR, and payment posting/reconciliation issues	EqualizeRCM deployed a rapid-response team for billing, AR follow-up, denial management, and payment posting, led by a dedicated Client Service Manager and supported by OptimusAI (AVID® and OptimusAR®) automation	Outstanding insurance AR days reduced by 26 days, insurance AR over 90 days reduced by 41%, and unbilled AR reduced by 25%

- **Client:** Cedar County Memorial Hospital, a Critical Access Hospital located in El Dorado Springs, Missouri, providing acute care, emergency services, outpatient services, and specialty healthcare services to its rural community
- **Segment:** Rural Hospital / CAH
- **RCM / technology solution:** Full revenue cycle outsourcing, accounts receivable management, denial management, payment posting, and AI-enabled workflow automation

Situation: The client sought to replace an underperforming outsourced revenue cycle vendor that was not meeting performance expectations across billing, insurance collections, denial management, and payment posting functions. Aged accounts receivable continued to grow, high-dollar accounts were nearing timely filing limits, unbilled accounts remained higher than best practices benchmarks, and payment posting and reconciliation processes required improvements. Hospital leadership needed a comprehensive revenue cycle solution capable of stabilizing operations while improving financial performance.

Solution: We applied our rural hospital specialty-focused operating capabilities and technology-enabled workflows as follows:

Revenue cycle transition and recovery initiative: We deployed a rapid-response project team to assume responsibility for billing, accounts receivable follow-up, denial management, and payment posting. The team immediately focused on aged insurance receivables that had not been successfully worked by the prior vendor and prioritized accounts approaching timely filing deadlines.

Payment posting and reconciliation optimization: We streamlined payment posting operations to improve daily bank reconciliation processes and accelerate identification and resolution of variances, improving true AR visibility and cash management.

Dedicated revenue cycle leadership: We assigned an experienced Client Service Manager supported by billing and insurance follow-up specialists focused on reducing aged receivables and preventing new accounts from progressing into older aging buckets through consistent account management and operational oversight.

AI-enabled workflow automation: We implemented OptimusAI solutions including AVID®, which identifies previously undiscovered insurance coverage opportunities, and OptimusAR®, which manages accounts receivable workflows and accelerates account resolution based on aging and reimbursement potential.

Outcomes: Following implementation, Cedar County Memorial Hospital achieved measurable improvements across key revenue cycle performance indicators:

- Reduced outstanding insurance accounts receivable days by 26 days
- Reduced insurance accounts receivable aged greater than 90 days by 41%
- Reduced unbilled accounts receivable by 25%
- Improved payment posting efficiency and daily bank reconciliation processes
- Established a proactive accounts receivable management strategy focused on preventing current receivables from aging
- Enhanced reimbursement opportunities through AI-enabled insurance discovery and accounts receivable prioritization technologies

Result: Cedar County Memorial Hospital successfully transitioned from an underperforming outsourced vendor to stabilized, technology-enabled revenue cycle operations with improved cash flow, stronger reconciliation processes, and a sustainable framework for long-term financial performance.