

Representative Customer	Business Challenge / Use Case	EqualizeRCM Solution	Impact
Highland Hills Medical Center: Short-term acute care hospital in Senatobia, Mississippi, serving a rural community	Facility had been closed from 2018 to 2021, reopened by a larger health system, then transitioned to local county ownership in 2023 without the revenue cycle infrastructure of a larger health system	EqualizeRCM provided onsite revenue cycle project management for an EHR conversion, rapidly deployed coding, billing, AR follow-up, payment posting, and implemented OptimusAI automation including AVID®, Bill Smart, and OptimusAR®	Cash collections improved 38%, outstanding insurance days reduced from 63 to 39, and DNFB days reduced 80%

- **Client:** Highland Hills Medical Center, a short-term acute care hospital located in Senatobia, Mississippi, providing healthcare services to its rural community
- **Segment:** Rural Hospital / County-Owned Acute Care Facility
- **RCM / technology solution:** Revenue cycle project management, coding, billing, accounts receivable follow-up, payment posting, and AI-enabled workflow automation

Situation: Highland Hills Medical Center had been a closed facility from 2018 to 2021. Reopened in 2021 by a larger health system with regional presence, Highland Hills eventually transitioned to local ownership by the county in 2023. Without the support of the larger health system's resources, Highland Hills leadership turned to EqualizeRCM for revenue cycle services to stabilize, standardize, and optimize revenue cycle functions as part of a plan to create a sustainable healthcare option for its rural community.

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

Revenue cycle project management and EHR conversion support: EqualizeRCM provided onsite revenue cycle project management to support the client's EHR conversion and align revenue cycle processes across the organization.

Rapid deployment of revenue cycle teams: EqualizeRCM rapidly deployed coding, billing, accounts receivable follow-up, payment posting, and provider enrollment and credentialing teams to stabilize revenue cycle functions.

AI-enabled workflow automation: EqualizeRCM implemented OptimusAI solutions including AVID®, which automates insurance discovery and verification to identify active coverage faster and reduce denials; Bill Smart, which applies payer-specific rules to edit and optimize claims before submission for a higher clean claim rate; and OptimusAR®, which prioritizes accounts receivable workflows and accelerates account resolution based on aging and reimbursement potential.

Outcomes: Following implementation, Highland Hills Medical Center achieved measurable improvements across key revenue cycle performance indicators:

- Improved cash collections by 38%
- Reduced Outstanding Insurance Days from 63 to 39
- Reduced Discharge Not Final Billed (DNFB) Days by 80%

Result: Highland Hills Medical Center established a stabilized, standardized revenue cycle operation, positioning the hospital as a sustainable healthcare option for its rural community following its transition to local county ownership.