

OUTSOURCE BILLING: A SOLUTION TO HEALTHCARE BILLING CHALLENGES

Andrea Hagen • Thursday, November 21, 2024

Billing and receivables remain major hurdles for healthcare organizations, largely due to limited resources, recruiting difficulties, and risks associated with turnover. Addressing these challenges is critical to maintaining healthy cash flow and ensuring timely reimbursements. Below, we discuss three specific billing and receivables challenges that healthcare providers face—and show how an outsourcing approach directly addresses each one.

Three Key Billing and Receivables Challenges in Healthcare

1. Limited Access to Trained Billing Specialists

Healthcare billing requires professionals with specialized skills, and a deep understanding of complex billing processes. However, finding these qualified specialists is a growing challenge. The billing career path does not attract a wide pool of talent, leaving many healthcare providers short on skilled personnel to cover every aspect of their billing operations.

Solution: By partnering with an outsource revenue cycle provider, healthcare organizations gain immediate access to a wide array of skilled billing professionals, eliminating gaps in expertise. Many outsource teams are fully trained and certified across all billing processes, including claims submission, payment application, denial management and collections as well as in credentialing and compliance, providing comprehensive support that many in-house

teams struggle to achieve. This access to specialized knowledge ensures accuracy, reduces rework, and boosts revenue flow.

2. Narrow Local Recruitment Pools and Reluctance to Go Remote

Many healthcare organizations still rely on an on-site staffing model, limiting their recruitment to local candidates. This traditional approach can leave many roles unfilled and result in resource constraints, particularly when remote or outsource talent could provide effective solutions.

Solution: Outsource revenue cycle partners expand the talent pool beyond geographic boundaries, allowing healthcare organizations to leverage remote billing teams that can meet their unique needs without being limited by local hiring. This approach ensures that billing tasks continue smoothly, whether onsite or remotely, enhancing both reach and operational flexibility. The outsource model also scales to meet demand, enabling healthcare providers to adjust resources as needed, maintaining efficiency without the limitations of local recruitment.

3. Turnover and Succession Challenges

Healthcare billing departments often depend heavily on a few specialists, creating a vulnerability when these employees leave or retire. When key billing personnel depart, the organization risks disruptions in billing operations, leading to potential cash flow delays and costly onboarding for new hires.

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Solution: An outsourcing model provides built-in continuity and succession planning. With an outsource team, healthcare organizations benefit from a stable group of billing professionals who are ready to step in seamlessly if changes in personnel occur. Instead of relying on one or two individuals, an outsource approach ensures that multiple team members are familiar with the organization's processes, preventing revenue disruptions and ensuring a steady flow of billing tasks. This continuity minimizes onboarding time and the risk of knowledge loss, giving healthcare providers peace of mind and enabling them to focus on patient care.

Tailored Outsource Approaches for Optimal Results

Outsourcing billing services doesn't have to be an all-or-nothing solution; many healthcare organizations find success with a hybrid model that keeps certain billing tasks in-house while outsourcing more specialized or labor-intensive processes. This flexible approach allows healthcare providers to enhance productivity by leveraging the strengths of both in-house and external teams, optimizing workflows, increasing accuracy, and boosting reimbursement rates. By assigning specific tasks to a skilled outsource provider, organizations can improve billing efficiency, reduce costs, and maintain control over critical processes, making it both a practical and financially sound choice.

Is your organization experiencing any of the above challenges? If so, you may want to consider outsourcing. Outsourcing enables healthcare providers to focus more on delivering quality patient care, confident that their billing processes are in capable hands.

And if you are interested in outsourcing any other areas of your healthcare organizations back-office, check out our recent article, [Optimizing Healthcare Operations Through a Customizable Back-Office Solution](#). Please do not hesitate to [reach out](#) to discuss your specific situation.



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