

WHITE PAPER

5 Ways to Get the Most Out of Your Revenue Cycle Analytics



Healthcare providers have access to a mountain of data. It can be a distinct advantage if data is used efficiently, but siloed technology, cumbersome processes, and lack of proper context can get in the way.

Here are five strategies to overcome information bottlenecks and harness your revenue cycle data for stronger financial performance.



1. Curb Denials With Better Revenue Cycle Visibility

Denials stop cash flow in its tracks.

Addressing denials quickly is a great way to keep cash flowing, but it's reactive rather than proactive.

A better approach is to keep denials from happening in the first place.

Start by using revenue cycle analytics to assess the data that's already at your fingertips, like often-untouched payer remittance details, to get a more complete view of your revenue cycle performance.

Pairing claims and remittance data lets you pinpoint your biggest denial causes so you take the appropriate measures to correct them. This means more claims paid upon first submission, also known as higher first-pass yield.

2. Speed Up Cash Flow With a Complete View of Payer Performance

Providers have to play by the rules when navigating claims, but with the right data and claims guidance, you can make the rules work in your favor by turning complicated payer requirements into clear next steps. Running revenue cycle analytics on payer-specific data helps level the playing field.

Denial reasons can vary dramatically from one payer to the next, and each payer's requirements change frequently. Stay on top of the shifts, reduce denials, and have more productive payer interactions by drilling down into payer-specific reimbursement and denial trends.

Not only do payer negotiations and outcomes improve with stronger data, but balances are resolved faster, too.

3. Boost Efficiency by Pinpointing Repetitive Tasks

Claims and denials are two big components of revenue cycle intelligence, but efficiency is also a major factor. It impacts everything from financial performance to staff satisfaction.

Identify opportunities for automation by finding the tasks that take the most time, with your team's unique workflow data guiding your way. Automating repetitive tasks improves revenue cycle efficiency while reducing bottlenecks that slow down cash flow.

Pinpointing repetitive tasks also supports staff morale by making work less tedious and reducing the frustration of correcting claims. Happier staff are more engaged with their jobs and more likely to feel a sense of ownership over optimizing reimbursements.

4. Inform Smarter Decisions With Automated Analytics

There's no question that healthcare data is abundant. But it's siloed and comes from countless sources, all with different ways of communicating.

Many providers work around this by manually aggregating data and translating it into a consistent format, but that's a huge time suck.

Maximize the power of your data by automating how you access it.

Know exactly what's happening with your balance sheet at any given time with revenue cycle analytics that automatically assemble and standardize data from every available source. With instant access to accurate cash flow projections and denial insights, you can make informed decisions about where to focus resources to strengthen your financial growth.



21%

Average cash flow
improvement for
RCM Intelligence
customers



5. Choose Insights Built to Simplify Revenue Cycle Management

Most revenue cycle analytics just show you the numbers, because that's what they're built for. To use those numbers to strengthen performance, though, you need context and insight.

Inovalon's **RCM Intelligence™** simplifies revenue cycle management by making it easy to understand your data as part of your broader financial picture. Pre-configured, intuitive dashboards let you quickly see what's happening in your revenue cycle, with data on why certain challenges are occurring and what to do about it. On average, RCM Intelligence customers see a 21% improvement in cash flow.¹

Unlock Stronger Revenue Cycle Performance

Pinpoint revenue leaks, get ahead of denials, and achieve more consistent, predictable cash flow. Find out how revenue cycle analytics can enhance your RCM efficiency and results.

[Schedule a Demo](#)

1. Inovalon internal reporting. Average of customer results, May 2025

About us

Inovalon is a leading provider of data and solutions empowering data-driven healthcare. The Inovalon ONE® Platform brings together national-scale connectivity, real-time primary source data access, and advanced analytics into a sophisticated cloud-based platform empowering improved outcomes and economics across the healthcare ecosystem. The company's analytics and capabilities are used by over 50,000 active, licensed customers.

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