

CycleUP



The National Award-Winning RCM Digital Magazine

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Navigating 2025 & Beyond: Get Ready. Stay Ready.

from Jeff Nieman, CEO



Jeff Nieman, CEO

As we near the end of the first quarter of 2025, we find ourselves in an exciting yet challenging period in healthcare RCM. Long-standing issues like staffing shortages, surging claim denials, and rising costs remain significant obstacles for hospitals and health systems. Meanwhile, new challenges have already emerged.

Just weeks into the new year, the Consumer Financial Protection Bureau (CFPB) announced that it had adopted changes to Regulation V, essentially banning medical debt

credit reporting and changing the RCM landscape. While the full impact remains to be seen, at the very least, it's one more issue for healthcare organizations to stay ahead of. *(Read more about this topic in this edition of Cycle Up's Compliance Update column.)*

On a more promising note, AI and robotic process automation continue to be excellent resources for healthcare organizations. These advanced technologies are streamlining billing and collections, alleviating staffing shortfalls, and combatting AI-driven claim denials.

Healthcare organizations that embrace the pending twists and turns, rise to new challenges, and invest in future-ready solutions
will be the ones that thrive.

As we move deeper into 2025, it's important to keep an eye on where we are and what's next. Here are a few key areas to watch as the year progresses:



THE EVOLUTION OF AI:

AI is advancing beyond simple, repetitive tasks to become more capable and autonomous. Agentic AI, which features a network of specialized bots, is on the healthcare RCM horizon. When will it get here, and how quickly will you take advantage?



THE EXPANDED USE OF DATA

Identifying patterns in historical data will help healthcare organizations prioritize patient engagements and reduce denials. Moving forward, using data to work smarter and not harder should be atop everyone's to-do list.

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IMPROVED PATIENT COMMUNICATION:

From automated payment options to multi-modal conversational AI, patients expect seamless, customized communications. How well will your organization provide them?

For a deeper dive into these topics and insight into what the future of healthcare RCM might hold, read our latest white paper, [Future-Proofing Your Revenue Cycle: What to Expect and Prepare for on the Way to 2030](#).

Find Your Edge

If the last five years have taught us anything, from the pandemic to the emergence of AI, it's that change in healthcare RCM is inevitable. We've already seen it in 2025. Healthcare organizations that embrace the pending twists and turns, rise to new challenges, and invest in future-ready solutions will be the ones that thrive.

As you read this issue of *Cycle Up*, you'll find insights covering a range of RCM topics. I hope they help inform your decisions as we all try to successfully navigate the opportunities and challenges that await.

Enjoy this issue of *Cycle Up*, and thanks for reading!

Regards,
Jeff Nieman
CEO

We Want To Know What You Think

Have comments or questions regarding an article in this issue or a topic you'd like our editorial team to consider for an upcoming issue? Send us your thoughts at: contactus@meduitrcm.com.

And be sure to like and follow us on social media!



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COMPLIANCE NEWS UPDATE



Regulatory changes continue to shape the healthcare revenue cycle in 2025, making it essential for hospitals and health systems to stay ahead of evolving compliance requirements. This edition of Cycle Up spotlights some of the hottest regulatory compliance issues that Meduit's hospital and health system clients are watching today.

Staying informed helps protect both your organization and your patients. With that in mind, we've put together a Compliance Update covering key developments with the CFPB over the past few months.

[READ FULL UPDATE HERE](#)

Earning our Place as A TRUSTED PARTNER

At Meduit, we're honored to announce a Net Promoter Score® (NPS) of 63 for 2024. Net Promote® measures how likely customers are to recommend a company, and a score above 50 is considered excellent. To put the significance of our score into perspective, it surpasses some of the world's most recognized brands:

63

amazon

62

Coca-Cola

39

3M

37



36

Our approach to revenue cycle management balances the power of AI and automation with the healthcare-specific expertise of our team. By combining cutting-edge technology with a human touch, we help hospitals, health systems, and large physician groups drive financial performance while keeping the focus on **what matters most: patient care.**

We're grateful to our clients for their trust and partnership and our team for their unwavering dedication. We look forward to another successful year together in 2025!

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A Whole-Business Approach to RCM: The Power of Synergy.



Imagine hiring a contractor to build your dream home, only to discover they only do framing and roofing. If you want plumbing and electricity, you're on your own. Suddenly, your seamless vision turns into a disjointed, inefficient, and more expensive ordeal.

While this scenario is far-fetched in construction, it's actually similar to what happens all the time in healthcare RCM. Most RCM vendors offer Bad Debt and Early Out services but leave hospitals to solve insurance in-house or through a separate vendor.

Medit is one of the few RCM companies that provides all three services under one roof, delivering better financial outcomes for providers and a more seamless experience for patients.

More Clarity. Better Results.

Typically, when Bad Debt, Early Out, and Insurance are "siloes" from one another, they compete for resources and revenue instead of working together. As Jason Bauerschmidt, *Medit's VP of Operations*, explains:

"The three areas might be misaligned at times, with Insurance taking away from Early Out and Early Out taking away from Bad Debt. The opportunity to manage all three together gives hospitals a unique opportunity to look at results in the aggregate, which makes it easier to set benchmarks and measure success."

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The Benefits of an Integrated Model



Improved Financial Performance: A coordinated effort optimizes initiatives in each area and across the entire revenue cycle.



Smarter Decision-Making: One big-picture view allows for more proactive strategies and better assessment.



A Seamless Patient Experience: All three services emanating from one place ensures consistent patient communication and support.



Heightened Efficiency: Managing all aspects of the revenue cycle under one umbrella optimizes staff and resources.

“When it comes to RCM, simpler is always better,” says Bauerschmidt. “We go both vertical and horizontal across a whole organization. A hospital can give us an account on day 1, and we’ll work it through to resolution. That’s pretty rare. And it’s not one area taking away from the other; you’ll actually see lifts in performance across the board.”

The Value of Seeing the Big Picture

In today’s RCM environment of rising costs, surging denials, and workforce shortages, healthcare organizations need an RCM partner that can connect all the dots. By offering Bad Debt, Early Out, and Insurance services together, Meduit delivers a better-informed and more streamlined approach that minimizes legwork and headaches while improving patient satisfaction and financial performance.



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Spotlight on the Ins & Outs of Early Out

Jason Bauerschmidt, Vice President of Operations



Jason Bauerschmidt
Vice President of Operations

In each edition of *Cycle Up*, we feature a key voice from Meduit's leadership team. In this issue, we speak with Jason Bauerschmidt, Vice President of Operations, about how Meduit's Early Out program helps clients sustain a steady flow of revenue while preserving the provider-patient relationship.

Q. What drew you to your current role at Meduit?

A: During my interview process, I got excited about the prospect of working with people who I felt could really take this company to the next level. In previous positions, my role focused a lot on fixing things that were off or broken. Here, I got the sense

they were almost looking to break things so they could make them better. There was a definite spirit of innovation. And that's how it's been in my four-plus years here; people are always looking for a better way. I throw an idea out there and get six in return.

Q: And how does that innovative spirit influence Meduit's Early Out program?

A: Boiled down, we are trying to communicate with customers as quickly and consistently as possible. With multiple call center locations, both domestic and international, and over 500 employees, we are constantly adapting to develop and implement best practices. So, we're always examining how to best utilize our voice analytics platform, for example, or enhance our electronic communications around texting, email, and voice engagements. We're getting new accounts all the time, and it's always about protecting the brands that are putting their trust in our people and technology.

Q: What is your definition of "brand protection?"

A: We are the hospitals and practices we serve. We're protecting their brand on every call we take and every interaction with a patient. We are interchangeable with our clients, and we need to represent them as well or even better than their own employees in order to follow through on delivering a tier-one level of service.

Q: That would seem to put a lot on the shoulders of Meduit's own employees.

A: Absolutely. Our Early Out employees are well-trained and compensated. And I think we find the right people, which is key. The employees I work with are excited about coming in day in and day out to do their jobs and help people. The truth is, if you're not excited about it, you do something else. I've been in call centers for 30 years, and helping people on the customer service side is still where I get the most gratification. I think that's something all our employees share.

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Spotlight on Creating a Straighter Path to Customer Success

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Q: How do you balance the need to collect with maintaining a positive patient experience?

A: That's a legitimate challenge. I think initially we were a little too focused on the customer service side—we were so concerned with resolving patient calls that we didn't emphasize the collections piece enough. But we've found a good center. Now, we guide the process more, and with the right technology and people in place, we don't lose anything from the service side, and we can still collect effectively.

Q: When it comes to technology, there is a growing emphasis on offering multiple communication channels to match patient preferences. How does Meduit address this?

A: We work every day to find the best communication platform to reach a consumer, whether that's an email, a text, a call, or a chat. We know if we connect with customers in the ways they prefer, they'll communicate with us more freely. In terms of who gets what type of communication, we rely on several resources to determine that, including automated survey questions, data analytics, and sometimes we just ask during the course of a call. We record and analyze every call, so if a patient mentions a preference, we need to be able to pull that data and pivot quickly so we can provide them with that kind of service moving forward.

Q: What does the future hold for Early Out at Meduit?

A: I think AI and analytics will be guiding us. Because we have so much data and can analyze it so quickly, I think we will be at the forefront of the industry in terms of being nimble and changing directions to meet patient needs and capture revenue. I believe we'll be able to spread our insights around and keep all our clients informed of what's happening with Early Out almost as it happens.

Jason Bauerschmidt is a seasoned customer service and call-center professional with nearly 30 years of experience. He enjoys the challenge of making a complex industry easier for his employees and community. In his free time, Jason is an avid golfer, a burgeoning traveler with his wife, and a dedicated advocate for senior dog rescue.



Key Meduit RCM Factoid

**100% Percentage of time that Meduit
finds missing value for its bad debt clients!**