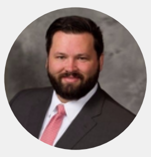
Revenue Cycle Reality Check: Debunking the Assumptions

This comparison chart explores two expert perspectives—Chuck Rackley, Greenway's Vice President of Sales and Revenue Operations, and Marvin Luz, Senior Director of Revenue Consulting—on five common assumptions about revenue cycle management.

Whether you're refining your strategy or rethinking your approach, learn the truth behind your Revenue Cycle.

Problem	 Chuck Rackley	 Marvin Luz
RCM is just billing out a claim, mailing an envelope, and sending it off.	***Assumption.*** This is wrong for so many reasons. It oversimplifies the billing and collection motion, leaves out crucial steps in the revenue cycle management process, and downplays its importance.	***Assumption.*** This one immediately got an emotional reaction out of me. There's so much complexity in revenue cycle management. Greenway has spent a lot of time and effort educating our teams on its reach and depth.
Technology alone can fix RCM inefficiencies.	***Assumption.*** Technology can support and help fix inefficiencies, especially when analyzing data, but it can't fix your RCM inefficiencies alone. You need a partnership. At Greenway, our technology helps address your inefficiencies, and our teams are constantly strategizing new ways to reduce them.	***Assumption.*** Technology absolutely helps us, but we still need the human factor. It requires human expertise to manage, create, and launch solutions. Without a partner, there's no voice in the RCM system, and it can fall flat.
Denials are unavoidable and just part of doing business.	***Not an Assumption.*** No matter what, denials will happen. It's a painful part of the business we're all in. Having no denials or 100% clean claims isn't realistic. The goal is to find what works best for your practice and how RCM can help you achieve it. It's like a teeter totter—we need to balance return rate with effort and cost. That's why a partnership with us is crucial.	***Not an Assumption.*** Denials are unavoidable, but how many you get is avoidable. The goal is to get claims as clean as possible and understand the ROI of working the remaining denials. You have to decide if the extra lift and resources are worth it to reach that perfect number.
Outsourcing RCM means losing control.	***Could be an Assumption.*** I've heard customers express concern about losing control when outsourcing, especially if their practice's guidelines aren't being followed. Depending on who and where you outsource, you could lose your voice. At Greenway, we work in partnership with your practice. We share best practices, stay flexible to meet specific needs, and elevate your practice with transparency.	***Could be an Assumption.*** Depending on who you partner with, you could lose control of your RCM. At Greenway, we build partnerships with practices. We support your teams, and while outsourcing may feel like giving up control, our insights actually give you more control over decision-making. For a partnership to work, practices need to ask genuine questions and keep an open mind. We don't steamroll anyone. Every practice is different. Your system is the source of truth.
RCM improvements don't impact patient experience.	***Assumption.*** Big time assumption. If you get RCM right, the first thing that happens is relieving stress from the physician, giving them more time to focus purely on clinical care. Our goal is to take on the extra load practices and physicians have while still giving them the individual power to deliver the best care for practice – all while driving revenue.	***Assumption.*** At the center of everything is the patient and their experience. From educating front desk staff on proper insurance and demographic information, to the doctor's interaction in the room, to checkout and billing—every touchpoint matters. The entire experience should be patient-focused to deliver the best care possible.

Ready to rethink your RCM strategy? Let's start a conversation today!

Greenway Health®