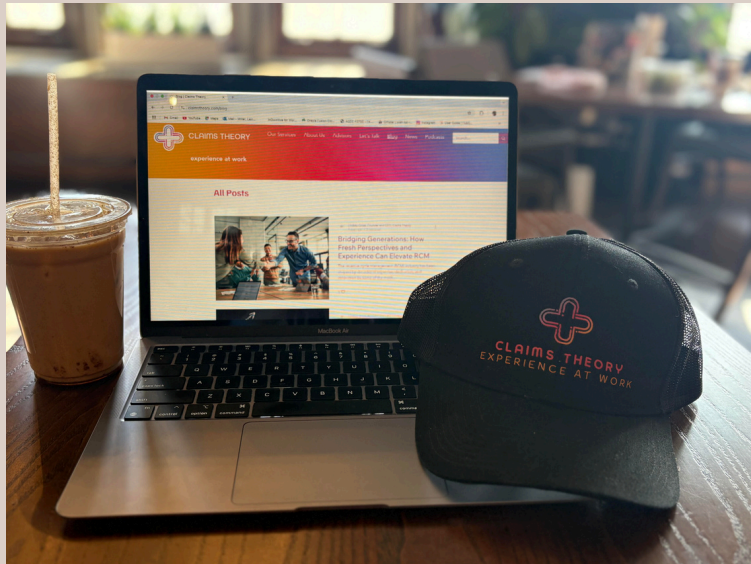


WELCOME TO OUR

# Monthly Newsletter



## **Bridging the Gap: Learning from Gen Z to Shape the Future of Revenue Cycle Management**

Claims Theory explores how to attract the next generation of talent into Revenue Cycle Management. As Gen Z enters the workforce, their expectations around work, technology, and career growth are reshaping industries - including RCM. To stay ahead, we need to understand what motivates them, what they value in the workplace, and how we can make RCM an appealing career path.

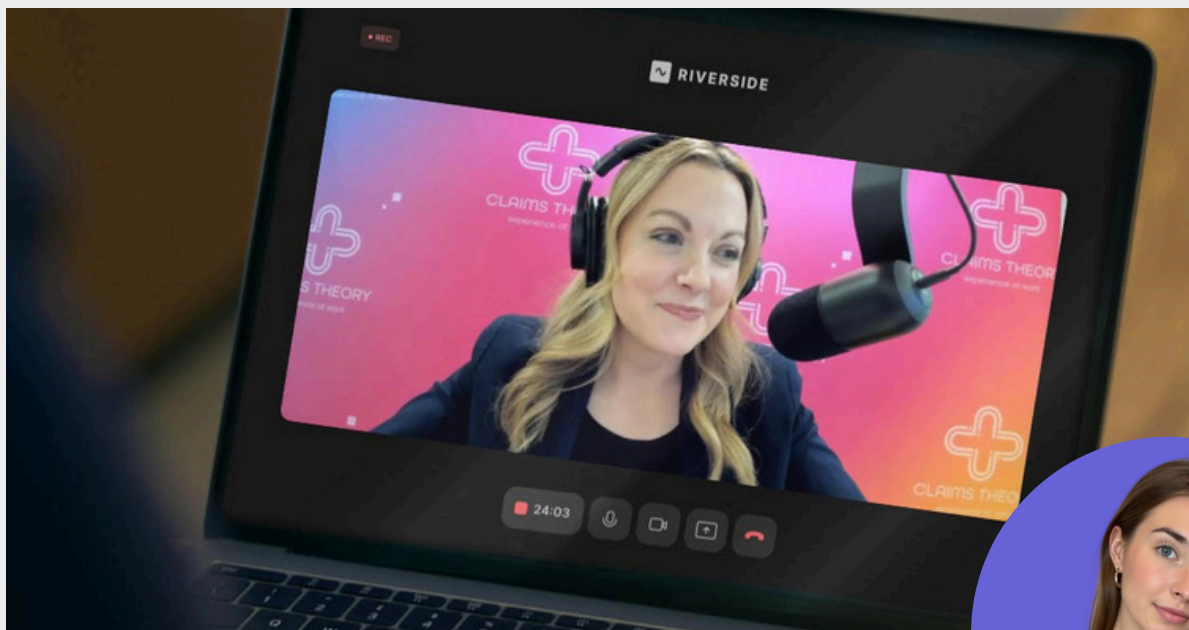
This month, we're diving into insights from the next generation and what they mean for the future of our industry. Let's rethink how we recruit, retain, and engage the workforce of tomorrow!



**In this newsletter you will find:**

Latest blog, our services and other insights

## Claims Theory Podcast!



### **Introducing our Next Guest: Lexi Miller (Representing Gen Z)**

Lexi Miller is a senior at Purdue University, set to graduate in May 2025 with a Bachelor of Science in Marketing and Sales. Throughout her time at Purdue, she has developed a strong foundation in strategic marketing, consumer behavior, and business development. Lexi has gained valuable experience through coursework, internships, and leadership roles, preparing her for a dynamic career in the business world. With a keen interest in innovation and digital marketing, she is passionate about leveraging technology to drive business growth and engagement. As she approaches graduation, Lexi is eager to apply her skills and insights to real-world challenges. This episode with Lexi Miller explores how the next generation views work, technology, and revenue cycle management - and what it will take to attract young professionals to the industry.

**Stay Tuned, Episode Will Be  
Released Next Week!**

## Deep Dive: Mastering What You Can Control in RCM

In **Revenue Cycle Management**, success isn't about controlling everything - it's about mastering what you *can* control. From **clean claims submission to optimized workflows and proactive denials management**, focusing on the right processes leads to stronger financial outcomes. In this section, we take a deeper dive into the “**Control the Controllables**” philosophy and share actionable insights from our latest blogs to help you build a more efficient revenue cycle.

[LINK TO BLOG;](#)

[CONTROL THE CONTROLLABLES: A  
WINNING SUPER BOWL MINDSET](#)

## Main Highlight: Game-Changing Mindset for RCM

- **Focus on what you can control** - clean claims, optimized workflows, and proactive denials management lead to stronger financial performance.
- **Eliminate distractions and inefficiencies** by leveraging automation and refining internal processes instead of worrying about external payer challenges.
- **Success in RCM, like in sports, comes from execution, preparation, and adaptability** - mastering controllable factors sets organizations up to win.



### Quick Tips for February:

1. **Verify Data Accuracy:** Ensure claims have complete and correct information.
2. **Streamline Prior Authorizations:** Stay updated on payer requirements to prevent denials.
3. **Leverage AI Tools:** Use automation to predict and reduce claim denials.

## Our Services

RCM Leadership Staff Recruitment  
End-to-End RCM Audits  
Workflow Assessment and Process Improvement  
Training and Education  
Financial and Denials Analysis  
Technology Assessment



## Featured Testimonial



“Working with Lindsay was a total game-changer for my practice. She is one of the most experienced and connected RCM consultants in the country, with a proven track record to back it up. However, what stood out most to me wasn’t just her expertise. As a business owner of 20 years, I’ve learned to PRIORITIZE character over skill, and Lindsay embodies both. She treated my business as if it were her own, going above and beyond. She also helped us find a consultant to guide our expansion into other states, making what could have been an overwhelming process smooth and efficient. I can’t say enough to endorse Lindsay’s professionalism, expertise, and dedication.”

-Dr. M.H., Chicago, IL

## What's Happening in the Industry:

A YEAR SINCE THE CHANGE HEALTHCARE  
BREACH, WHAT HAVE WE LEARNED?

CYBERSECURITY CHALLENGES WILL SHAPE  
HEALTHCARE RCM'S FUTURE

HEALTH SYSTEMS CHASE ROI, TARGET  
EFFICIENCY IN AI FOR 2025

MUSK'S DOGE GRANTED ACCESS TO US  
MEDICARE AND MEDICAID SYSTEMS

THE FUTURE OF MEDICARE ADVANTAGE





## Lindsay's Perspective:

As we close out this month's newsletter, I want to reflect on a theme that keeps coming up - **success in Revenue Cycle Management comes down to focusing on what we can control.** In one of my featured blogs, "**Control the Controllables**," I break down how refining **claims accuracy, denials management, and workflow efficiencies** leads to better financial outcomes, even in an unpredictable healthcare landscape.

At **Claims Theory**, we're committed to helping organizations take action where it matters most - through **strategic consulting, industry insights, and now, meaningful conversations with top RCM experts.** That's why I'm excited to announce the launch of our new **podcast series, bringing real, unfiltered RCM discussions to you.**

In **Episode 1**, I sat down with **Ian Barkin**, an automation and AI thought leader, to explore how technology is reshaping revenue cycle processes. Up next, I'll be speaking with **Lexi Miller**, a business and marketing major at Purdue University, to dive into how the next generation perceives work, technology, and the revenue cycle industry. We'll explore what attracts young professionals to careers in RCM - and what might be keeping them away.

If you're looking for **fresh perspectives, actionable insights, and candid discussions with industry leaders**, this podcast is for you. Stay tuned for more - and as always, let's keep focusing on **what we can control to drive real results.**

Until next month,  
Lindsay Gross

