

A Smarter Way to Manage Insurance Follow-Up

How Rochester Regional Health Improved Collections, Increased Productivity, and Gained Greater Control of Insurance Follow-Up



ROCHESTER REGIONAL HEALTH

About the Organization

Rochester Regional Health (RRH) is a large, nonprofit integrated health system serving communities through a network of nine hospitals, more than 550 physician practices, and services spanning primary and specialty care, urgent care, rehabilitation, senior care, home health, laboratories, and long-term care. Behind the scenes, its revenue cycle team manages a complex mix of payers, insurance follow-up, and financial performance across the organization.

The team had built a strong revenue cycle operation, but the healthcare landscape was changing. Payer complexity continued to grow, staffing was a challenge, and leadership recognized that AI and automation would play an increasingly important role in helping revenue cycle teams work more efficiently.

Too Much Manual Work. Not Enough Visibility.

Like many health systems, RRH found its insurance follow-up teams spending too much time managing work instead of working claims.

Staff often had to sort through work queues containing thousands of accounts before meaningful work could begin. Managers relied on IT to adjust priorities and update workflows, making it difficult to respond quickly as payer behavior shifted. Valuable time was lost to manual processes that slowed collections and limited operational change.

At the same time, leadership faced growing workforce challenges. Open positions were becoming harder to fill at the same time expectations around productivity and financial performance continued to rise.

Rather than relying on additional hiring, the organization wanted to equip its existing team with better tools. The goal was simple: eliminate repetitive work, give leaders better visibility into operations, and help staff focus on the claims that mattered most.

Why They Chose Revology

The organization wasn't looking for another technology vendor. They wanted a partner that understood the realities of revenue cycle operations and could move quickly to solve business problems.

Revology stood apart because of its deep revenue cycle expertise and its ability to deliver innovation faster than traditional technology providers. Rather than waiting years for new functionality through their EHR, leadership chose a partner committed to building solutions around the reality of revenue cycle work.

That partnership continues today, with RRH collaborating with Revology as new AI capabilities are introduced.



Taking Control of Insurance Follow-Up

When RRH implemented Auxo, the goal was to give revenue cycle leaders greater control over their operations.

Auxo allowed leaders to build and adjust "game plans" (Auxo's term for "what people are working on") that automatically directed the right work to the right people. Instead of waiting on IT to update and reprioritize queues, leaders could respond immediately as payer trends changed.

The result was less time managing work and more time moving claims through the revenue cycle.

Early wins and strong user adoption prompted RRH to accelerate deployment across additional hospitals and physician operations, compressing what was originally planned as a multi-year rollout into just a few months.



"Auxo is extremely user friendly, which makes training quick and adoption easy. You can tell it was built with an operational perspective, not just an IT lens. I can access the information I need and run reports much more easily."

Brenda Rodwell,
Director of Hospital and BHN Billing,
Rochester Regional Health



What Changed with Auxo

Auxo transformed the way RRH managed insurance follow-up by giving leaders more visibility, more flexibility, and more control over day-to-day operations.

Outcome	Business Impact
 Prioritized the Right Work	Claims were automatically directed to the right person at the right time based on organizational priorities.
 Put Leaders in Control	Revenue cycle leaders adjusted workflow strategies in real time without waiting on IT.
 Improved Productivity	Teams spent less time managing work and more time resolving high-value claims.
 Delivered Actionable Insights	Real-time visibility into productivity, payer behavior, and operational performance supported faster decision-making.
 Accelerated Adoption	An intuitive user experience and streamlined training helped teams embrace the platform quickly.
 Expanded AI-Driven Automation	AI-driven workflows reduced manual effort while creating a foundation for continued automation and operational improvement.



“The speed at which Auxo began delivering value was impressive. We expanded our use of the platform almost immediately, and within the first year, the results were clear across the key performance measures that mattered most to our organization.”

Dr. Richard Davis, CEO, Rochester Regional Health

Better Financial Performance. Stronger Operations.

The impact was measurable almost immediately.

98.4%

Net Collection
Rate

Up from 98.0%

25.2%

Reduction in
Hospital Insurance
A/R Greater
Than 90 Days

7

Vacancies
Eliminated
*without sacrificing
performance*

4.5x

Return on
Investment

Looking Ahead

RRH's vision hasn't changed. It continues to work with Revology to expand AI across the revenue cycle, automate more routine work, and give teams better tools to improve financial performance.

As the partnership between RRH and Revology continues to grow, leaders have greater visibility, staff spend more time on meaningful work, and the organization is better prepared for what comes next.

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“Working with the Revology team has been an absolute pleasure... It truly is a team. **It's a great partnership.**”

Tamara Imm,
Senior Vice President, Revenue Cycle,
Rochester Regional Health