

WELCOME TO OUR

Monthly Newsletter



The Power of Relationships in Business and Beyond

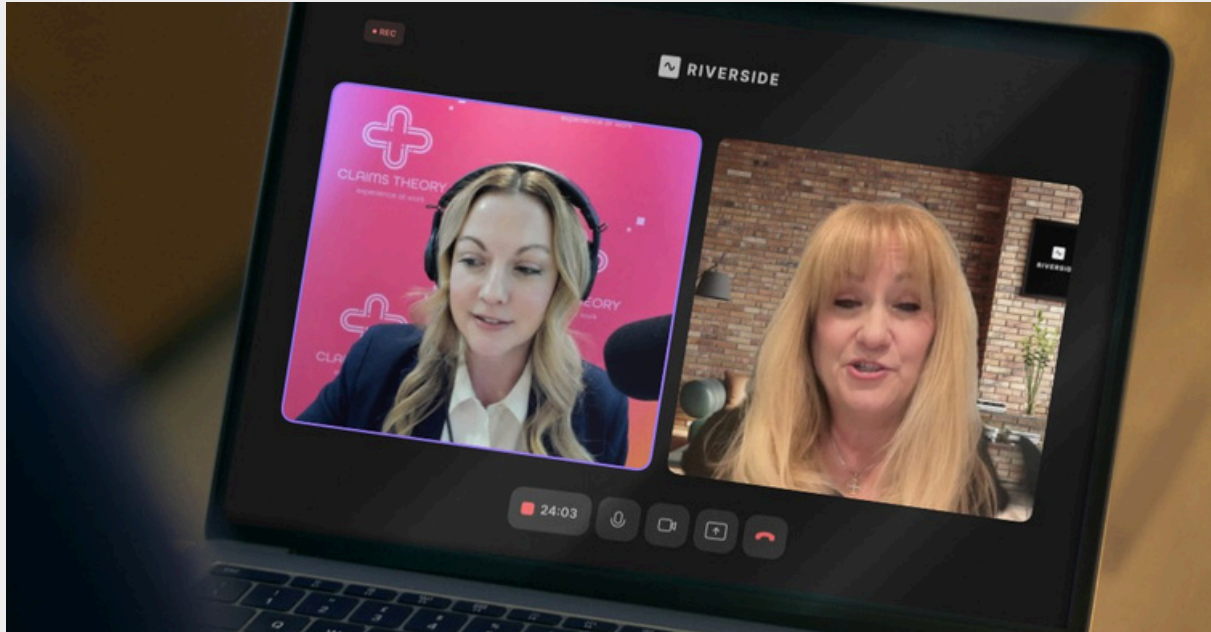
This week, I had the opportunity to gather with some of the best leaders across industries at the Titan 100 Awards. As a proud Titan Alumni, events like these are a powerful reminder that relationships aren't just a part of business, they are the foundation of it. At Claims Theory, we believe relationships fuel everything we do. It's not about transactions. It's about trust, accountability, and treating every client like the most important client, because they are. Our brand promise has always been clear: put people first, deliver beyond expectations, and create lasting value in every partnership. The connections we cultivate today shape the opportunities and outcomes of tomorrow. In a complex and fast-moving industry, it's not just our expertise that matters; it's the relationships we build, the partnerships we honor, and the promises we keep. Thank you to the Titan 100 community for the inspiration this week, and thank you to our clients, partners, and friends for trusting Claims Theory to be a part of your success. We don't take that trust lightly. Nothing matters more.



In this newsletter you will find:

Latest blog, our services and other insights

Claims Theory Podcast!



EPISODE 4 - THE POWER OF SMART NETWORKS IN REVENUE CYCLE: A CONVERSATION WITH LISA ROCK

In this episode of the Claims Theory podcast, Lindsay Gross sits down with Lisa Rock, President of Unity Preferred Network, to explore how smart provider networks are reshaping the revenue cycle. From fair pricing and direction of care to out of network strategies, rural providers, and de novo surgery centers, Lisa shares how Unity is building a more equitable and efficient ecosystem for both providers and patients. If you're looking to strengthen your reimbursement strategy or better understand the future of care delivery, this conversation is packed with insights you won't want to miss.

Episode out now on Spotify, YouTube, and Apple!



Charging with Confidence: Get Paid for What You've Done

Charging with confidence means ensuring every service provided is billed accurately, completely, and quickly. Missed charges often result from documentation delays, human error, or process gaps, leading to lost revenue. A strong, closed-loop system that validates all services are billed is essential. Success starts at the front end with accurate patient information and insurance verification, which sets the foundation for clean, timely claims. At Claims Theory, we help clients streamline their processes to bill faster and more confidently, turning speed to bill into speed to cash.

[LINK TO BLOG;](#)

[CHARGING WITH CONFIDENCE: GET PAID FOR WHAT YOU'VE DONE](#)

Main Highlights

- **Every Service Must Be Captured:** A closed-loop process ensures no service goes unbilled, minimizing lost revenue and delays.
- **Front-End Accuracy is Critical:** Clean billing starts with correct patient demographics, insurance details, and authorizations at registration.
- **Speed Drives Cash Flow:** Fast, confident billing, supported by strong systems and training, accelerates payment and strengthens financial performance.

Quick Tips for March:

1. Reassess Your Denial Trends Monthly
2. Tighten Patient Responsibility
3. Validate Payer Underpayments Regularly



What's Happening in the Industry:

ORACLE CLOUD BREACHES LEAD TO CISA
GUIDANCE AND LAWSUITS

HEALTHCARE GIANT FILES FOR BANKRUPTCY, SHUTS 2
HOSPITALS DISPLACING THOUSANDS

MD ANDERSON PAUSES HIRING AFTER
\$43M LOSS, ANXIETY OVER TRUMP
TARIFFS

TRUMP BEGINS MASS LAYOFFS AT FDA,
CDC, OTHER US HEALTH AGENCIES

NEW RESEARCH REVEALS THAT INVESTING IN AI
AND ADVANCED AUTOMATION IS A TOP 2025
PRIORITY FOR RCM LEADERS

ROBOTIC PROCESS AUTOMATION TRANSFORMS
HEALTHCARE RCM: 2025 SURVEY HIGHLIGHTS
FROM BLACK BOOK

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



Welcome to the Team!



Bridget Ryder

Director of Recruitment Services

Thrilled to welcome Bridget Ryder to the Claims Theory team - bringing 16+ years of HR and recruitment expertise to help our clients build exceptional RCM leadership teams.

Welcome, Bridget!

Claims Theory is thrilled to welcome Bridget Ryder as our new Director of Recruitment Services!

Bridget brings over 16 years of Human Resources experience with a specialty in recruitment and talent acquisition. She's successfully led large-scale hiring initiatives, integrated hundreds of team members through multiple company acquisitions, and partnered with leadership to build high-performing teams aligned with organizational goals. Her deep expertise in streamlining hiring processes, leveraging HR technology, and fostering top-tier candidate experiences makes her the perfect addition to our team.

We're excited for the energy, strategy, and heart she brings to Claims Theory as we continue helping organizations build the revenue cycle leadership teams they need to help them thrive.

Lindsay's Perspective:

As April comes to a close, I'm excited to share a few important milestones for Claims Theory. This month, we expanded our capabilities by bringing on a Director of Recruitment Services, focused exclusively on helping healthcare organizations find exceptional RCM leadership, operational talent, and front-line support. If it touches revenue cycle, we know how to find it, and more importantly, we know how to recognize what great looks like.

We also hosted a new podcast episode this month, where we explored the evolving challenges around out-of-network (OON) reimbursement. We talked about ways provider groups and self-funded plans can better anticipate OON payment patterns and strengthen their revenue strategies in an unpredictable environment. In parallel, our April blog series emphasized the importance of understanding payer contracts, a critical foundation for groups working in-network to ensure they are reimbursed fully and fairly for the care they deliver.

I was also fortunate to attend the Titan 100 Awards, where I had the chance to hear from inspiring leaders across industries. It was a powerful reminder of what we're building here at Claims Theory: a company committed to making a real, lasting impact for the organizations and people we work with.

At the center of everything we do is a simple truth: people are the greatest asset in any business. I believe that wholeheartedly, and it's the foundation we continue to build Claims Theory on every day.

Thank you for being part of this journey.

Until next month,
Lindsay Gross
Founder, CEO of Claims Theory

