

WELCOME TO OUR

Monthly Newsletter

Meet Lindsay
Gross - Founder
and CEO

"I founded Claims Theory to bring clarity, efficiency, and innovation to healthcare revenue cycle management. After two decades of navigating complex systems, leading diverse teams, and building award-winning cultures, I saw the need for a partner who truly understands the nuances of RCM. Claims theory is my way of helping healthcare providers optimize their financial performance - this is not only deserved - it is necessary for survival."

-Lindsay Gross

Lindsay Gross is a two-time St. Louis Titan of Industry and a seasoned leader in healthcare revenue cycle management. With over 20 years of experience, she has built a reputation for driving operational excellence, strategic growth, and fostering award-winning workplace cultures. Before founding Claims Theory, Lindsay played a pivotal role in scaling a small startup into a global organization with over 1,600 employees across 10 offices in multiple countries. She has extensive experience in revenue cycle management, with clients across the United States, providing her with in-depth knowledge of diverse state policies and regulations. With expertise in over 30 practice management systems, she has been instrumental in helping healthcare organizations nationwide scale their operations. Lindsay specializes in leveraging system efficiencies to optimize performance, streamline workflows, and drive sustainable growth for her clients.



In this newsletter you will find:

Latest blog, introduction, our services and other insights

Happy New Year!

Welcome to the January edition of the Claims Theory Newsletter! With the new year in full swing, we have been thinking about how small changes can lead to big results - especially in revenue cycle management (RCM).

This month, we are diving into the 80/20 rule (The Pareto Principle) and how it can help you focus on the critical few processes that create the most yield for your organization. Whether it's payer contracts, denial trends, or staff productivity, identifying that 20% can make all the difference in hitting your goals for 2025.

LINK TO BLOG;

[APPLYING THE 80/20 RULE TO
REVENUE CYCLE MANAGEMENT](#)



Main Highlight: Start With What Moves the Needle

In our latest blog, we discuss how to:

- Identify the 20% of payers that cause 80% of denials - and turn them into opportunities for improvement.
- Focus on high-impact claims and processes to reduce A/R days without overloading your team.
- Empower your staff to prioritize the tasks that truly drive results.



Quick Tips for January:

1. Top Denial Trend: Many organizations see a spike in eligibility-related denials in Q1 - are your verification processes ready?
2. Payer Mix Analysis - What percentage of your revenue comes from Medicare Advantage plans? Those contracts often hold hidden opportunities (and risks!).
3. Data Insight: A 5% drop in your claims denial rate could mean thousands in recovered revenue each month - what's your current rate?

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

I have always found that business partners that evolve into long term relationships are ones that listen, are responsive, and genuinely care about delivering results. Lindsay is just such a partner.

I worked with Lindsay in a complex billing and reimbursement environment. She was always up for the challenge and brought whatever resources were needed. She and her team implemented solid business processes that addressed normal day-to-day activity as well as the exceptions that arise in any business environment.

-Tom K., CFO, Milwaukee, WI

Coming Soon: Claims Theory Podcast!

INTRODUCING OUR FIRST GUEST: IAN BARKIN

Ian is a seasoned entrepreneur, investor, and four-time founder with deep expertise in robotic process automation (RPA), artificial intelligence (AI), and innovation. As the Founding Partner at 2B Ventures, Ian leverages his extensive experience to drive transformative business strategies and technology solutions. He is also the acclaimed author of *Intelligent Automation* and *All Hands On Tech*, thought-leading works that explore the intersection of technology and innovation.



Industry Insights Quick Links

[2025 US HEALTHCARE OUTLOOK](#)

[A \\$3 BILLION SETTLEMENT: WHAT IT MEANS FOR REVENUE CYCLE
MANAGEMENT LEADERS](#)

[AT JP MORGAN CONFERENCE, HEALTH CARE INVESTORS GEAR UP FOR
TRANSFORMATIVE LEGAL DEVELOPMENTS](#)

[BCBS SETTLEMENT PAYOUT DATE: WHEN WILL YOU GET THE PAYMENT?](#)

Lindsay's Perspective:

I want to talk about one of the biggest headaches in RCM...denials.

Denials can be overwhelming, but focusing on just a few key areas can yield significant results. By targeting high-impact areas, organizations can achieve faster and more meaningful improvements in their revenue cycle. I truly believe that this approach will have significant, positive outcomes, straight to your bottom line.

If your team is facing challenges working denials, you are not alone - and that is why we exist.

I founded Claims Theory last year, with the single biggest goal being to help healthcare organizations thrive when managing their revenue cycle processes. I spent over 20 years learning this complex space and deeply appreciate the time and effort one must give to get it right - despite all of the challenges that present themselves along the way. I'm committed to being a resource that you can turn to when those challenges pop up - let our experience go to work for you.

Trust is the foundation of effective revenue cycle management, and transparency is the key to building and maintaining that trust. At Claims Theory, we prioritize open communication and complete clarity in every aspect of our work, ensuring our clients feel confident, informed, and empowered to achieve lasting success.

Let's Make 2025 Your Best Year Yet!

If you would like to explore how Claims Theory can help you optimize your revenue cycle or build your team, let's chat. Simply hit reply to this email, or schedule a consultation at www.claimstheory.com.

Thank you for learning more about Claims Theory, we would love to partner with you and see how we can help - I am excited for the opportunities ahead and what we can accomplish together.

Warm regards,
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