



Case Study

Reducing Denials & Accelerating Collections for a Leading Fertility Center

OUTCOMES AT A GLANCE

68%

Decrease in Eligibility Verification Discrepancies

89%

Decrease in Authorization Related Denials

59%

Reduction in Non-Covered Service Denials

EXECUTIVE SUMMARY

A premier fertility clinic in New York, known for its cutting-edge treatments and compassionate care, partnered with SunKnowledge Inc. to streamline its complex revenue cycle processes. The clinic faced persistent challenges with **eligibility verification, prior authorizations, and denial management**; which impacted its revenue and operational efficiency. Leveraging a strategic approach grounded in data analytics, payer communication, and automation, SunKnowledge implemented transformative process improvements across all major RCM functions, significantly enhancing financial outcomes and patient satisfaction.



ELIGIBILITY VERIFICATION

CHALLENGES

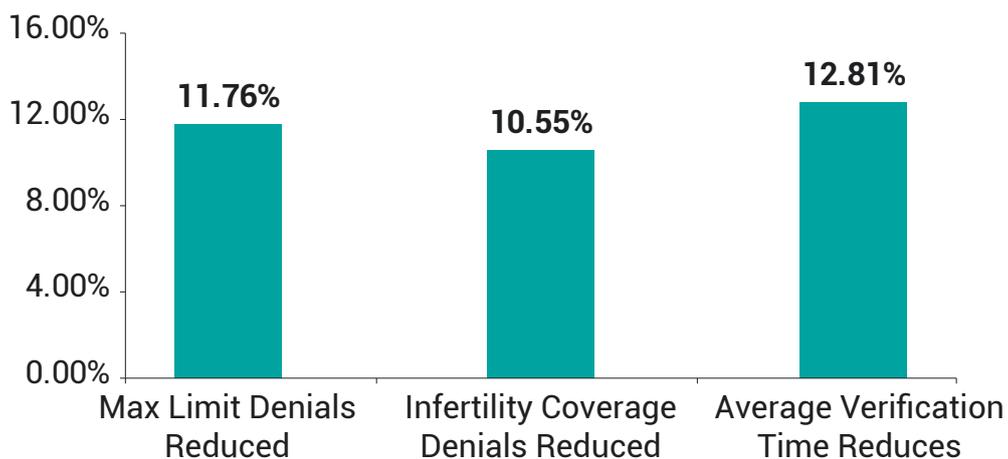
- ❗ Frequent misinterpretation of plan-specific infertility coverage rules and incorrect tracking of Lifetime Maximum (LTM) led to denials.
- ❗ Inadequate Case Management Follow-up
- ❗ Clinics struggled with interpreting nuanced coverage details such as cycle limits, preauthorization clauses, and eligibility exclusions based on diagnosis or marital status.

ANALYSIS AND APPROACH

- 🔍 Reviewed and analyzed the client-specific Benefits Questionnaire Form.
- 🔍 Redesigned the form to ensure clarity and completeness, particularly focusing on:
 - Structuring questions in a way that insurance representatives could easily understand and answer
 - Aligning language to reflect fertility-specific terminology and coding.
- 🔍 Conducted internal training sessions to help team members effectively pose questions to insurance reps, focusing on achieving clarity from the first interaction.

OUTCOMES

- ✓ Denials for “maximum limit reached” reduced significantly.
- ✓ “Infertility not covered” denials dropped due to proper entity routing.
- ✓ Discrepancies in verification results reduced by 60%, with a 15–20 minute reduction in average verification time per case



PRIOR AUTHORIZATION

CHALLENGES

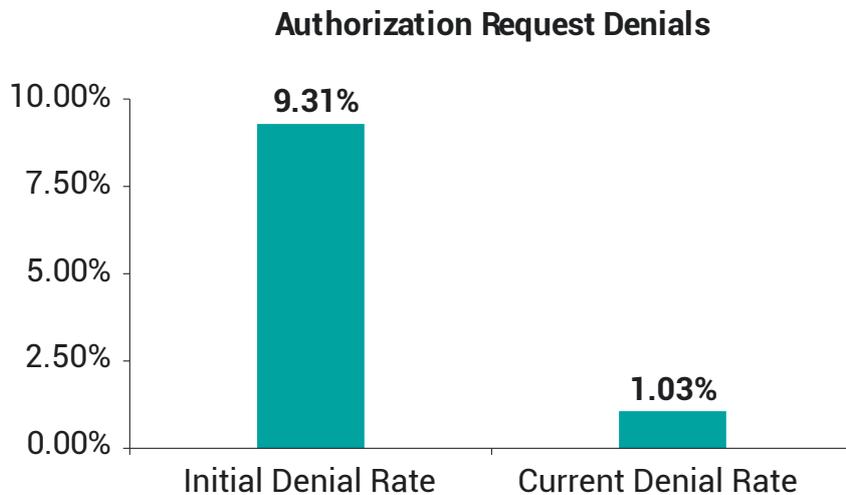
- ❗ Incomplete Step Therapy Documentation as required records (e.g., failed IUIs before IVF) weren't submitted, causing authorization denials.
- ❗ Fragmented IVF Authorization were missing. as Separate authorizations for each IVF stage were seen missed, leading to claim rejections.
- ❗ Misrouted and Delayed Authorizations because requests were sent to the wrong entity (e.g., Progyny, Kindbody) and lacked proper tracking.

ANALYSIS AND APPROACH

- 🔗 Implemented a standardized payer-type validation checklist during the benefits verification stage to confirm whether the authorization request should go to the primary payer or Case Management (Progyny, Kind Buddy).
- 🔗 Incorporated this into your eligibility verification script or EHR notes to reduce misdirection.
- 🔗 Regularly updating the case management list by employer from the payer for any changes in a patient's employer or case management assignments are promptly identified. This proactive approach allows us to reach out to the correct entity

OUTCOMES

- ✓ Authorization denials minimized
- ✓ Authorization-related denials dropped from 9.31% to 1.03%.
- ✓ Faster coordination with CMOs and insurers improved overall collections and cash flow stability



ACCOUNTS RECEIVABLE & DENIAL MANAGEMENT

CHALLENGES

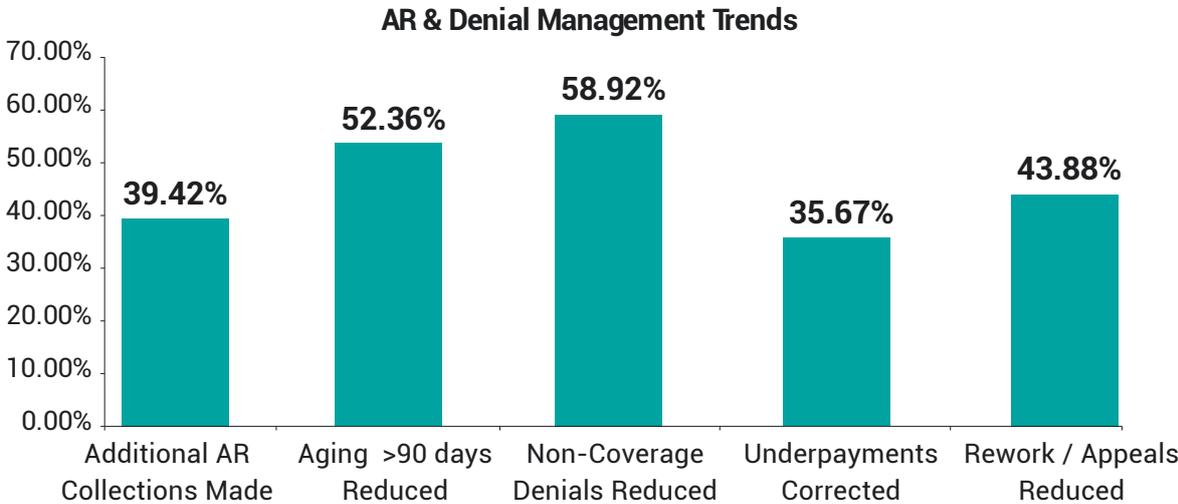
- ❶ Infertility services face frequent denials due to non-coverage or misinterpreted benefits.
- ❶ Even when covered, treatments carry high out-of-pocket costs for patients.
- ❶ Missing or incorrect prior authorization and documentation.
- ❶ Payers have complex and varying rules around infertility coverage and limits.
- ❶ Inadequate follow-up processes cause claims to age and remain unresolved.

ANALYSIS AND APPROACH

- For strategic accounts receivable and denial management, the team executed an in-depth aging report analysis, identifying and fast-tracking high-value claims in the 60+ and 90+ day categories.
- By conducting payer-specific denial trend reviews, they pinpointed recurring issues and implemented targeted solutions.
- Comprehensive audits of claims linked to prior authorizations revealed systemic errors, which were corrected to improve claim success rates.
- Mapped services to IUI, IVF, and FET cycles for accurate coding and to prevent medical necessity denials.

OUTCOMES

- ✓ **Aging Analysis:** Follow-ups on 60+/90+ claims recovered 39.42% AR, cut >90-day aging by 52.36%.
- ✓ **Denials Trends:** Authorization denials dropped to 2%; IVF denials fell 58.92% with education.
- ✓ **Payers Evaluation:** Flagging slow payers cut AR by 5–7 days, recovered 10–12% via appeals.
- ✓ **Auth Audit:** Fixes cut rework 43.88%, improved first-pass rate.
- ✓ **Cycle Analysis:** Better coding/tracking boosted revenue 8–10%, reduced denials.



CONCLUSION - BOTTOM LINE IMPACT

The partnership between the fertility clinic and SunKnowledge Inc. serves as a model for how specialized RCM interventions can radically improve financial health in complex medical practices. By addressing systemic inefficiencies in eligibility verification, prior authorization tracking, and AR management, SunKnowledge effectively...



Achieved faster collections



Reduced denials significantly



Improved patient transparency and satisfaction



Implemented sustainable billing practices

This end-to-end transformation helped the clinic operate with greater financial confidence while enhancing the patient journey during one of life's most emotionally and financially sensitive medical experiences. This case underlines the importance of customizing revenue cycle strategies to meet the unique challenges of the fertility domain—where empathy, timing, and accuracy are paramount.



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