



Applied AI Services & Venture Labs

Proposal for

Setting up team to develop

**AI/ ML Solutions to drive
RCM Process Improvements**

Proposed to

CertifiedRS

21 July, 2025

Executive Summary

Revenue Cycle Solutions (RCS) is a unique RCM company whose fees are tied to outcome, instead of fees based on a fixed percent of revenue as all other RCM service relationships are structured.. Improvements in RCM outcomes, such as increased revenue-per-visit or reduced revenue risks, result in fee reductions being passed on to the Clients rather than RCS keeping all efficiency gains in higher profit margins.

Since RCS' fees are outcome based (Revenue Per Visit or claim), Time to Pay and Billing process Efficiency), they collaborate with their Clients to identify revenue risks, quantify billing task time inflators and revenue risks, study all operational processes, focus on process optimization to reduce revenue cycle errors, minimize time inflations and improve billing efficiency and ultimately client cash flow. Based on their decades of experience in RCM related work, RCS have a deep understanding of the success variables in RCM making their relationship model unique in all of RCM.

AI for Productivity and Growth

RCS would like to leverage technology and Generative AI to build tools and products that would result in improved management of its internal operations, insights into outcomes variables out of RCS control and improve quality and efficiencies in RCS workflows and RCM outcomes. Moative has engaged in discussions with RCS to act as their technology and AI partner. Moative has strong capabilities in designing and building AI products as well as developing in AI/ML models for decision support. We also have expertise in process re-engineering, automating workflows, data engineering and application development.

So far, the discussions have focused on understanding RCS's objectives and developing an appropriate AI roadmap. A few preliminary use cases have been shared by RCS in this [spreadsheet](#). We have attempted an

a-priori scoring for each of these use cases on two dimensions: impact on business and complexity of implementation. The use cases have been plotted on a two-dimensional grid which can then be used to select use cases for implementation.

Based on the discussions between RCS and Moative, we understand that the use cases shared in the spreadsheet are representative of the full set of use cases that CertifiedRS has compiled but not representative of the full set of use cases available to RCS. Each use case will contribute towards the improvement of the RCM outcomes, such as improving productivity, reducing time and increasing client and RCS mutual outcomes.

To arrive at a final prioritization of use cases, we need additional details and discussions. Further, for specific use cases, we may need to undertake additional research and build prototypes.

Moative Proposal

Moative proposes to set up a lean AI/ML development team to collaborate with RCS's SMEs, prioritize use cases and develop solutions that address specific use cases in the RCM process flow.

The AI/ML team will work with business SMEs from CertifiedRS to understand the business processes, RCM details and in general leverage the expertise of the business SMEs, but will also work independently to figure out the best technical solution to each workstream/ usecase.

Implementation Road Map

Moative's consultants will collaborate with RCS's SMEs to support their vision of leveraging AI/ML to transform the way RCM and related billing processes are being executed. The AI/ ML-led solutions will enhance productivity, enhance workflow outcome objectivity, reduce internally and externally generated revenue cycle complexity instances that cause billing

time inflation, eliminate mundane tasks, and in general, improve RCM outcomes and financial outcomes for the Client.

A few preliminary use cases have been shared by RCS, and we have attempted an analysis and prioritization of these use cases on two dimensions: impact on business and complexity of implementation. This analysis is discussed in a later section.

We understand that these use cases are representative of the full set of use cases that RCS has compiled. Each use case will contribute towards the improvement of the RCM outcomes.

However, based on discussions with RCS team, we propose to engage for a period of two months, as a ‘proof of value’ period wherein, with the help of the RCS team, Moative will pick one or more use cases that can be automated and delivered for RCS’ internal team’s use within the two-month period.

The goal is to establish a working rhythm of translating RCS’ vision into actionable inputs to Moative team and transforming those inputs into AI features that objectively move the needle for RCS.

The goal is not to focus on the ‘polish’ of the product but making it deliver on the core promise. In other words, we take short term calls, set aside known feature-gaps, ‘look and feel’ polish, etc. and ruthlessly focus on delivering the core promise of automation, while keeping everything else secondary.

The AI algorithms and other automation will be effective only when implemented on the right infrastructure, AI platform, and integration tools. Moative’s consultants will review the detailed requirements and recommend the right technology stack to be used. That said, we may not implement an agentic orchestration platform for the first two months, because the platform is meant to handle a swarm of agents at scale. The platform effort shall kick off as a parallel track once the two-month

engagement ends and both the parties mutually agree to carry on with building the product.

Implementation Plan

Based on the recent conversation between RCS and Moative teams in Chicago, Moative team requests RCS to shortlist 1-3 features that are good candidates to pick and deliver in the first two months.

Moative shall review the list, define the outcomes and then based on the work that is required to be put in, pick a subset of features.

Please note that the number of features to be delivered on a two-month window is based on the ‘best guess’ at the starting point. Factors such as the time it takes to get access to the team, data, gain understanding of the process, accuracy of the models, and such factors, we may have to adjust the timelines upwards or (in some cases) even downwards. That said, should we seem to overshoot the two-month deadline, RCS shall ultimately decide on the extension.

Give the razor-sharp focus to deliver outcomes in a short span of time
Moative proposes:

1. No more than two ‘context setting conversations’ each two hours, focused very narrowly on the features in discussion. The focus is not to get the team to understand the ‘full flow’ of information, data, and context but the input/output for the feature and what needs to be automated.
2. Moative proposes ‘not more than’ two hours of demo/review every week to show progress. The goal is to demonstrate progress, ask questions, validate the path, and not treat these review points to check off the completeness or polish of features. The weekly demos

are for visualizing progress and not check in on the completeness of the features

3. During each week, the plan for the subsequent week shall be published

Engagement Structure

Assuming an engagement start date of August 1, 2025, the contract will go on till Oct 1, 2025. At the end of 2 months, CertifiedRS has the option of extending the contract further, depending on the scope of work at that point in time.

The team will work on a retainer basis, wherein a dedicated team is allocated, where each member spends 160-168 hours per month on the product development work. The rate cards and estimated costs for the two years are provided in the section below.

AI/ML Development Team Structure

Moative proposes to set up an AI/ML development team to support CertifiedRS' AI initiatives. We propose to start with a lean team which is the equivalent of two engineers.

We will have 1 full time AI/ ML engineer dedicated to this engagement. Since there is some application development as well as application integration work expected, we will split the second FTE resource into 1 AI/ML engineer and 1 Full stack developer, each spending up to 50% time depending on project requirements.

We will also have a Product Manager spend 30% of their time on this engagement. The Product Manager will coordinate with RCS SMEs to set the engagement goals, objectives and workplans. They will also work with the development team and ensure the project progresses as per plan.

The team will consist of the following members:

- One (1) AI/ ML engineer - Full time
- One (1) AI/ ML engineer - 50% based on project requirement
- One (1) Full Stack Developer - 50% based on project requirement
- One (1) Product manager - 30% time on this engagement
- Executive Sponsor - 4 hours a week

The proposed AI/ML team would be capable of working across the entire AI/ML development lifecycle: from design to AI agent development to data engineering to process automations and application integrations.

The above team structure is based on our current estimation of scope and work for the project. Once the implementation roadmap is defined, we can add more people to the team as required. This will be based on the standard Moative rate card for the appropriate resources. This team will work out of Moative's offices in Chennai, India.

The numbers provided above are indicative, and the invoice generated will be based on the actual time spent by the team on the engagement and the actual technology costs incurred.

Preliminary Use Cases

As part of the discussions, RCS shared a list of twenty use cases where technology and AI can be leveraged to enhance RCM processes. These are detailed in this [google spreadsheet](#).

We've also performed a high-level assessment of the feasibility and effort involved in developing each use case. We evaluated each use case on its Business Value v/s the Implementation Complexity involved.

- The Business Impact of each use case depends on its potential impact on CertifiedRS's business. Does it add revenue per visit, save time/ costs, increase productivity, improve outcome? If so, by how much?
- Implementation Complexity is an aggregate metric that encapsulates the implementation feasibility and effort, time to value and cost as well as the business risk involved.

Use Case Analysis and Prioritization

Each use case was analysed and parameters assigned a score between 1-5, with 1 being Low and 5 being High. The scores for the aggregated parameters are provided in the table below.

Use Case Detail	Area	Impact Score	Implementation Score	AI required?
Summarized monthly results in simple email to send to clients each month; better, more effective customer insights from analysis we already have	Insights	2.6	3.0	Algorithm possible
(build on 1) "Ask Bob" - tool that can review client workbooks,	Insights	3.2	5.0	Exclusively AI

interpret results, and interact with clients/provide reactions				
Alert system for clients with risks/data concerns/other issues emerging based on condition; employee insights	Insights	3.2	3.5	AI can improve upon existing
Automatic flagging for "wrong" employee behaviors (e.g., lack of TI logging, claims submission, task time, specific tasks not being logged)	Insights	3.0	2.5	Algorithm possible
Automatic recognition of claims with issues - track in PDS	Time Inflators	2.6	4.0	Exclusively AI
Automatic logging of claims as team handles specific TIs (similar to 5)	Time Inflators	2.6	4.0	Exclusively AI
(build on 4) automatic sorting of claims to various specialists to handle	Time Inflators	2.8	4.5	Exclusively AI
Automated handling of certain time inflators	Time Inflators	4.2	4.5	Exclusively AI
Automatic submission of easy path claims	Claims Submission	2.0	4.0	Exclusively AI
Automatic tracking of claims submitted in task time	Claims Submission	1.6	4.0	Exclusively AI
Automatic posting reconciliations of claims	Claims posting	3.2	4.0	Exclusively AI

received				
Automatic follow up on claims issues	Claims posting	3.2	4.5	Exclusively AI
Automatic tracking of task times by team	Task time	2.4	4.5	Exclusively AI
Automatic audits/audit support (or partial audit)	Audit	3.0	3.5	AI can improve upon existing
AI-based sourcing deals	Selling	1.8	3.0	Outsourcing possible
Automation/support of automatic setup of customers	Implementation	2.8	4.0	AI can improve upon existing
Solving clients upstream root causes (e.g., Element5)	Other	4.4	5.0	Exclusively AI
Claim status-ing online and by phone - phone would need a handoff option	Claims Statusing	3.6	2.5	Outsourcing possible
All training content for all softwares we use could be part of a training knowledge base - need closed feedback / completion loop	Systems Training	2.2	2.0	Outsourcing possible
Consume all the content I have created and distribute it to staff roles and clients, and potential clients for training and	Content Distribution	2.4	2.5	Outsourcing possible

marketing purposes

In addition we may consider

- automating month end report generation process and data entry into PDS
- automating the movement of RCS data into various databases to facilitate generation of client side outputs
- recreating all calculations in the RCS Client PDS workbooks in a power BI platform environment

These use cases can be mapped to a 2x2 Value v/s Complexity matrix based on their scores as shown in the chart below.



In the chart, the lower right quadrant - where Business Impact is high and Complexity is low - is the top priority quadrant. Similarly, use cases in the top left quadrant (Low Impact, High Complexity) would be of lower priority.

This analysis of use cases and prioritization is for illustrative purposes. Once the project commences, Moative consultants will work with CertifiedRS SMEs to pick 2-3 use cases as candidates for the first two months. Moative shall pick 1, 2 or 3 use cases depending on the implementation complexity.

Setting Up AI Team for CertifiedRS

Moative will set up an AI/ML team to support CertifiedRS's initiatives. The team will consist of:

1. One (1) AI/ ML engineer - Full time
2. One (1) AI/ ML engineer with full-stack capabilities - Full time
3. One (1) Product manager - 30% time on this engagement
4. One Executive Sponsor with AI/ML background - 10% of the time

The team will work out of Moative's offices in Chennai, India.

The AI/ML team will need to have the following skills:

- Knowledge and experience in working with GenAI and Agentic AI solutions
- Setting up automated data pipelines and workflows (but as minimally required for the first set of features)
- Knowledge and experience in data analysis and developing AI/ML algorithms
- Deploying AI/ML solutions in production environments
- Developing and deploying applications and integrations with external applications

While each team member may not be an expert in all the skills listed above, the team will be chosen in a way that they have complementary strengths.

Please note that this team structure is based on our estimation of current requirements and priority. Once the use cases/ workteams are prioritized and outcomes are identified, we can re-look at the team composition and add more members if required.

People On-boarding Timelines

Moative will begin staffing the team within 30 calendar days from the date of signing the agreement. Shrikanth will be involved in managing the team and their tasks in the initial months.

Moative will hire AI/ML engineers after a strict evaluation and interview process. Despite this, if CertifiedRS finds anyone in the offshore team not up to their expectations, Moative will identify a replacement within 30 days and onboard them within the subsequent 30 days.

Responsibilities

The team will work out of Moative's offices in Chennai, India. Moative will be responsible for the following:

- Providing the necessary office infrastructure, laptops, equipment and access to the network necessary for the team to work efficiently.
- Providing the physical access controls and information security controls required to safeguard CertifiedRS's information and IP.
- The AI/ML team will be on Moative payroll, but will be dedicated to work only on CertifiedRS projects/initiatives
- Managing and allocating work to the team based on the needs and priorities of CertifiedRS.
- Managing delivery to CertifiedRS as per expected quality and timelines.
- Ensure quality of work by each team member. If CertifiedRS is not satisfied with the work of any specific team member, Moative will identify a replacement within 30 days of notification and on-board the replacement within the next 30 days.
- Guaranteeing protection of RCS / Ascend IP and confidentiality of all data provided, created and accessed.

Moative will set up and manage the team, the team is dedicated to work for CertifiedRS as per the priorities set by CertifiedRS. In order to ensure the smooth and efficient working of the team, CertifiedRS will be responsible for the following:

- Provide access to computing environments, along with access to databases, software and applications required to execute the work.
- Provide the knowledge transfer and training needed for the team to be productive on identified projects.
- Develop a project pipeline, use case priorities and task backlog for the team to work on
- Provide access to one or more business SMEs who can answer questions and provide clarifications regarding the data, processes, and business use cases.

The team is expected to work on a number of use cases, each of which can be considered a mini-project. For each such use case, the Moative PM and the Executive Sponsor will work with CertifiedRS SME to understand the requirements. The assumptions, scope and responsibilities for each use case will be determined by the onsite team at that point in time. They will coordinate with the team to execute and deliver the use case.

