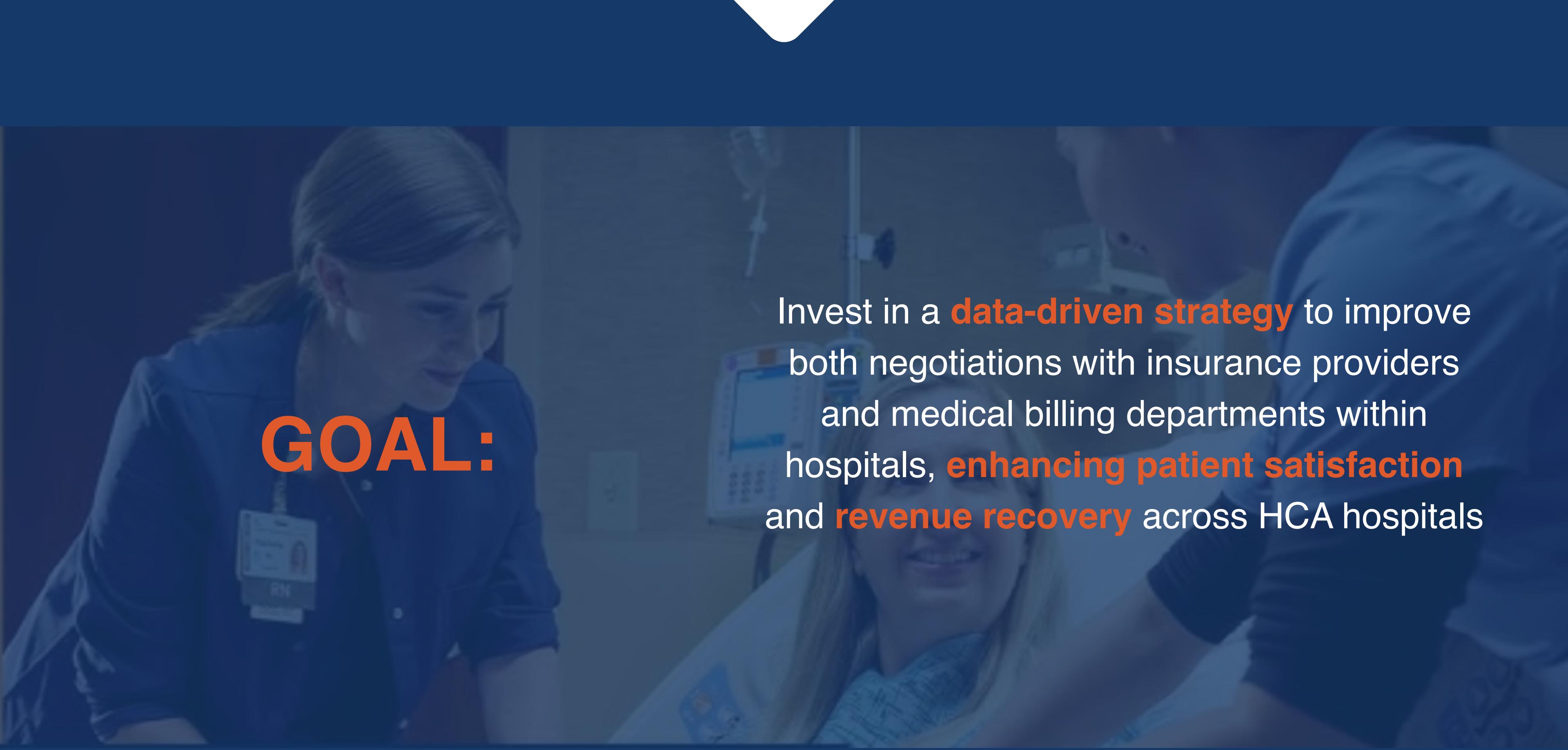




Turning Claim Denials into Opportunity:

A Path to Increased Cash Flow for HCA



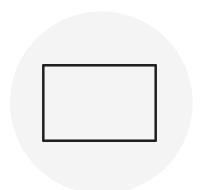
GOAL:

Invest in a **data-driven strategy** to improve both negotiations with insurance providers and medical billing departments within hospitals, **enhancing patient satisfaction** and **revenue recovery** across HCA hospitals



From Denials to Dollars

Today's roadmap



Framing the Discussion



Opportunity Mapping



Project Value



Limitations



Next Steps



patient
information

Search Now

Price Estimates and Information

There is Money on the Table!

About 10% of claims are initially denied mainly due to:

Incorrect or
Missing Patient
Data

Insufficient
Documentation

Authorization
Issues

Late
Submissions

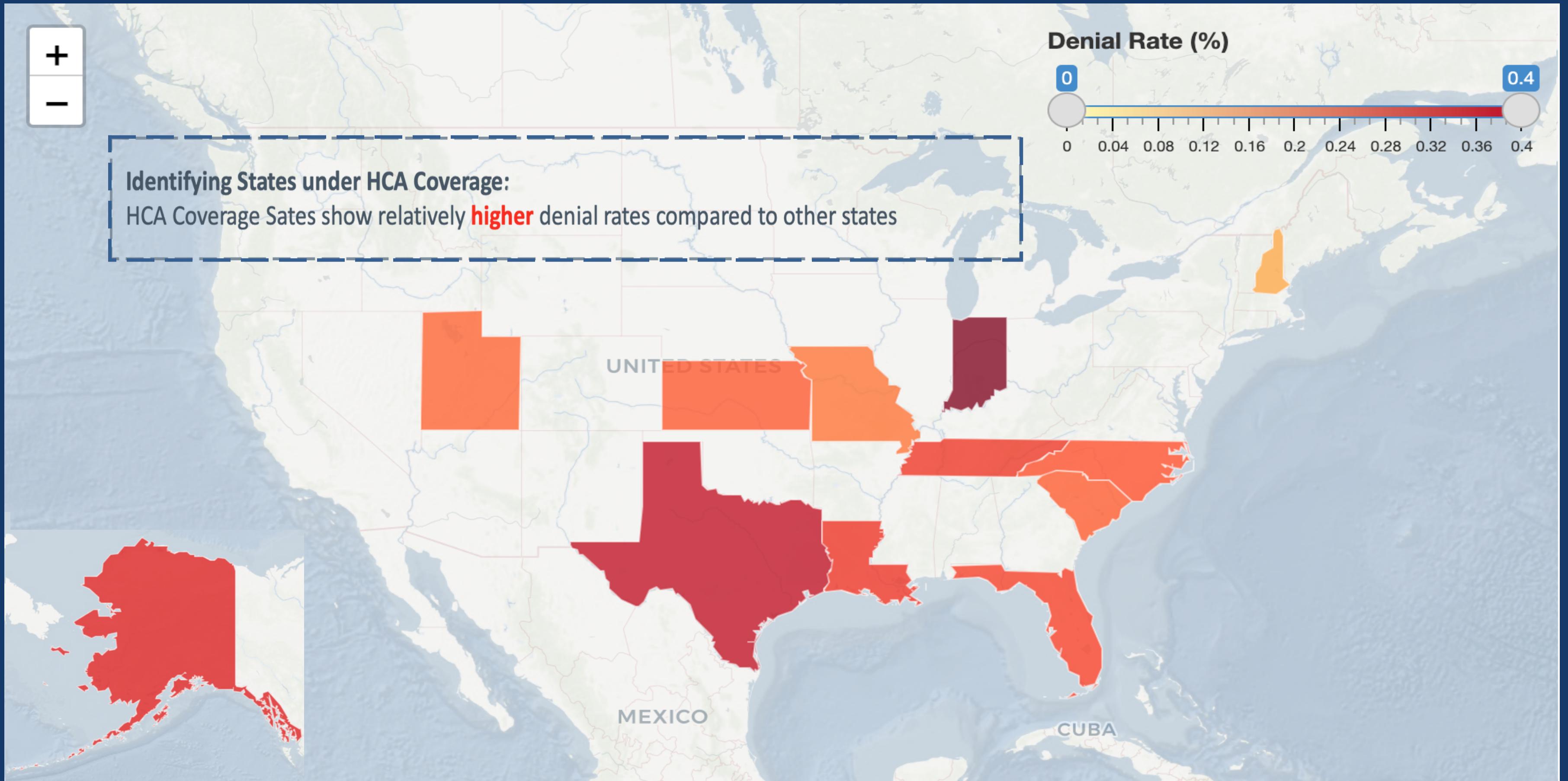


65% of these denials are never resubmitted for appeals

Mapping Opportunities

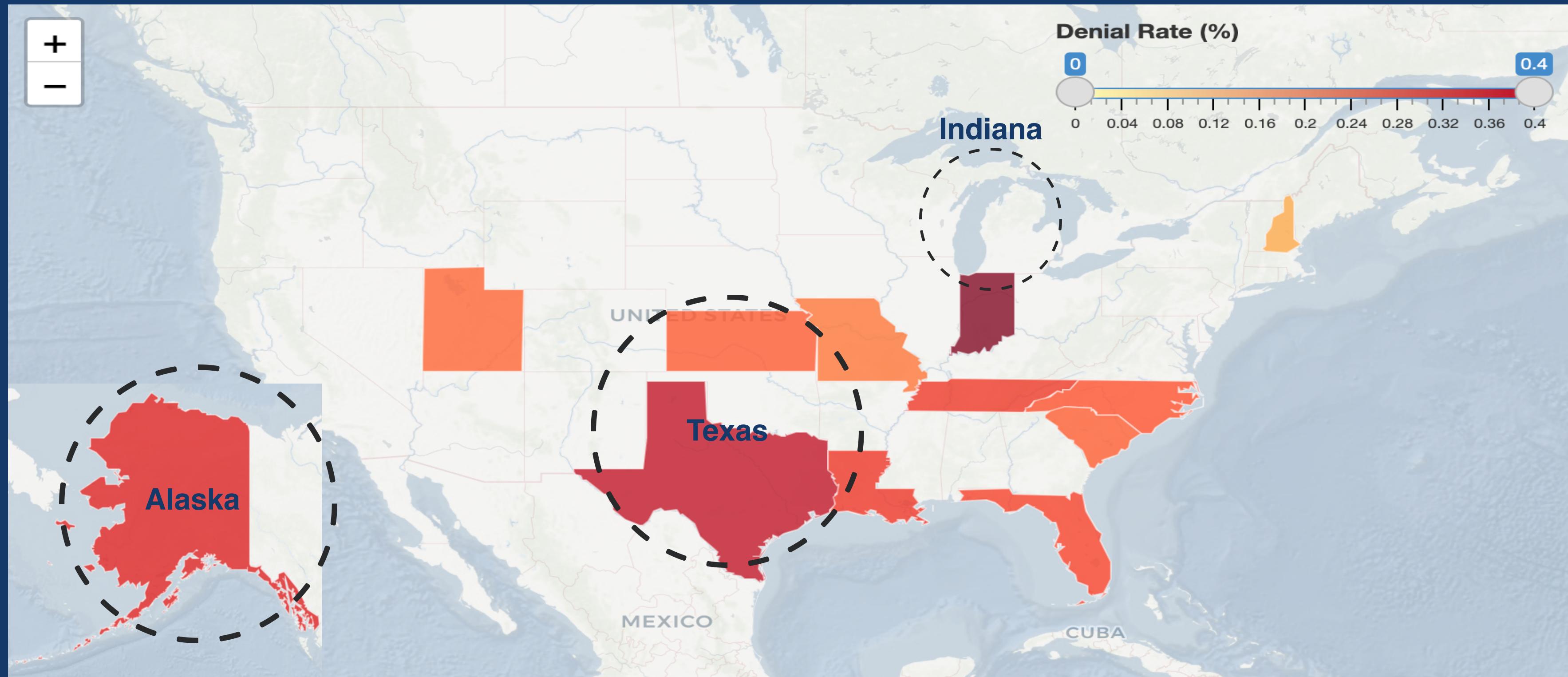


Analysis of Denial Rates by States



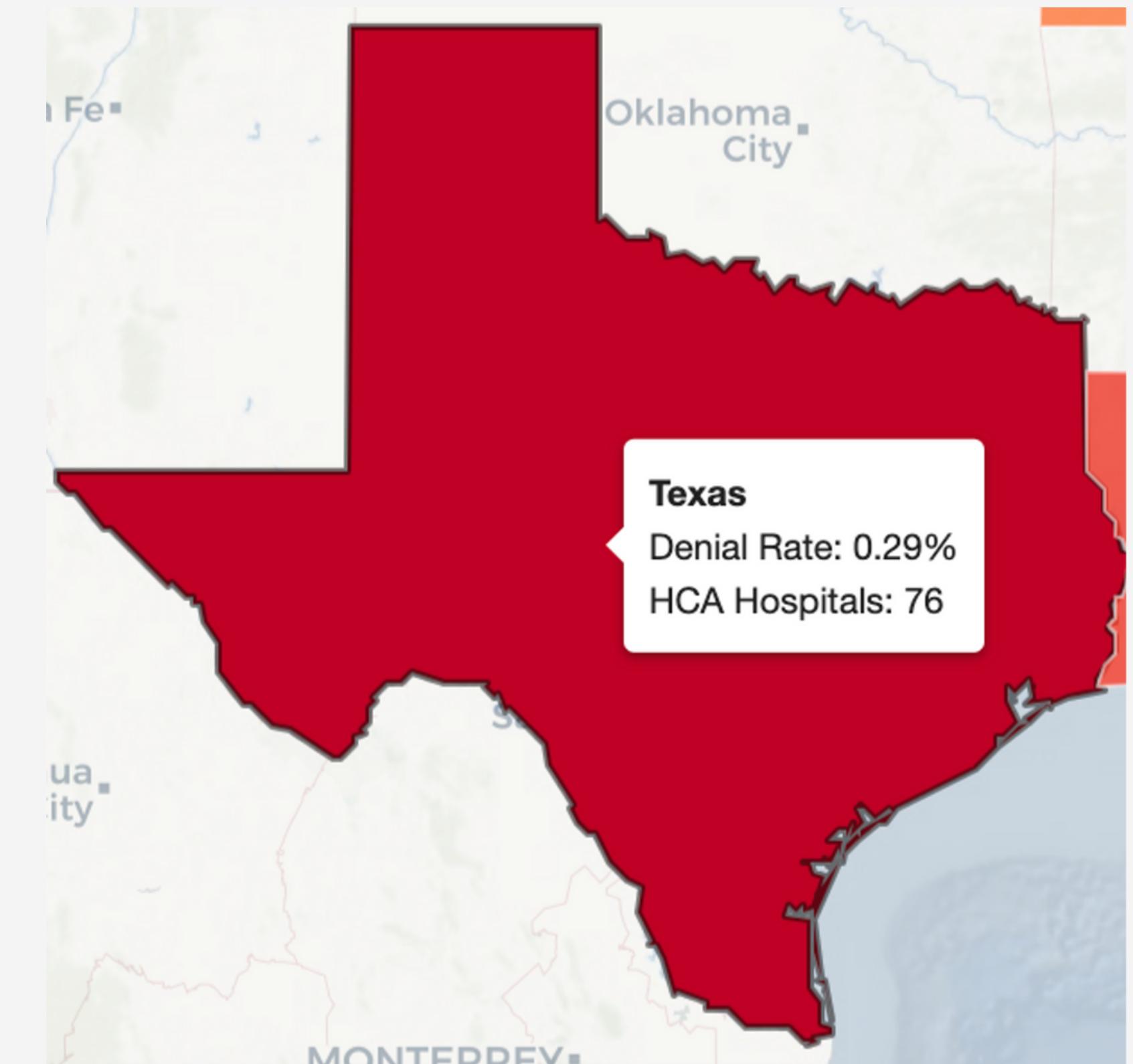
Target regions for improvement:

Start by **locating where to prioritize** for revenue loss by addressing key drivers of **claim denials**



Explore Deeper: Texas

Texas contains the greatest number of our hospitals



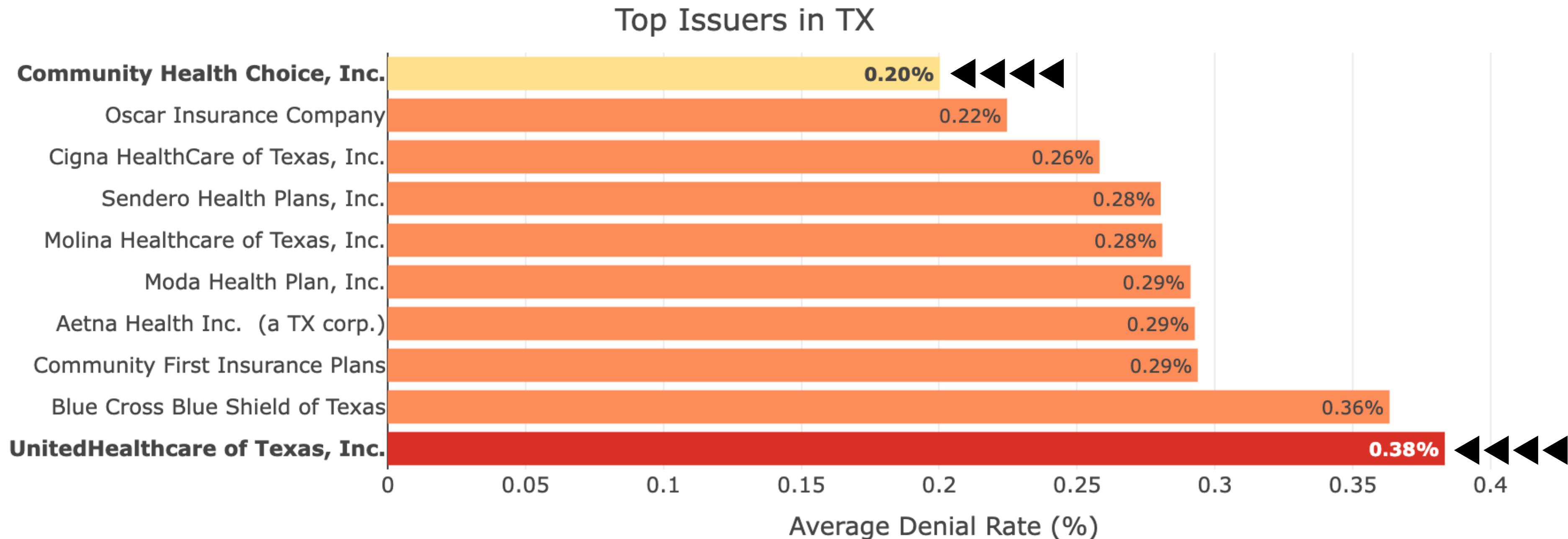
Investigate Further Opportunity:
Top 10 issuers by average denial rate in **Texas**.



Opportunity:

Insurance companies ranked from **lowest to highest** in denial rates

Prioritize for **partnership & negotiation improvement.**



Project Value



Value Delivered to Stakeholders



Verifiable

Implementable

Significant

Clarified

Urgent

Limitations



Areas for Improvement



- ▶ No link with income
- ▶ Limited State Coverage
- ▶ Unquantified Cost Impact
- ▶ Medicare Data Gaps
- ▶ Root Cause Analysis

Next Steps



What's Next?

Conduct a **deep dive** into denial patterns across states with HCA hospitals to **identify key variables** driving denials.

Work closely with the **analytics team** to design and implement an **efficient appeal process**



For Further Analysis we **need:**





Giving People A **Healthier** Tomorrow



Reference

- Lo, J., Long, M., Wallace, R., Salaga, M., & Pestaina, K. (2025, February 3). Claims denials and appeals in ACA Marketplace Plans in 2023 | KFF. KFF. <https://www.kff.org/private-insurance/issue-brief/claims-denials-and-appeals-in-aca-marketplace-plans-in-2023/>
- Source: DCCS Consulting. (2025, February 17). Hospitals lose millions in denied claims—Here's how to stop the leaks. <https://www.dccsconsulting.com/post/hospitals-lose-millions-in-denied-claims#:~:text=~10%25%20of%20hospital%20claims%20are,hospitals%2C%20this%20adds%20up%20fast>

