

The Future of RCM Tech

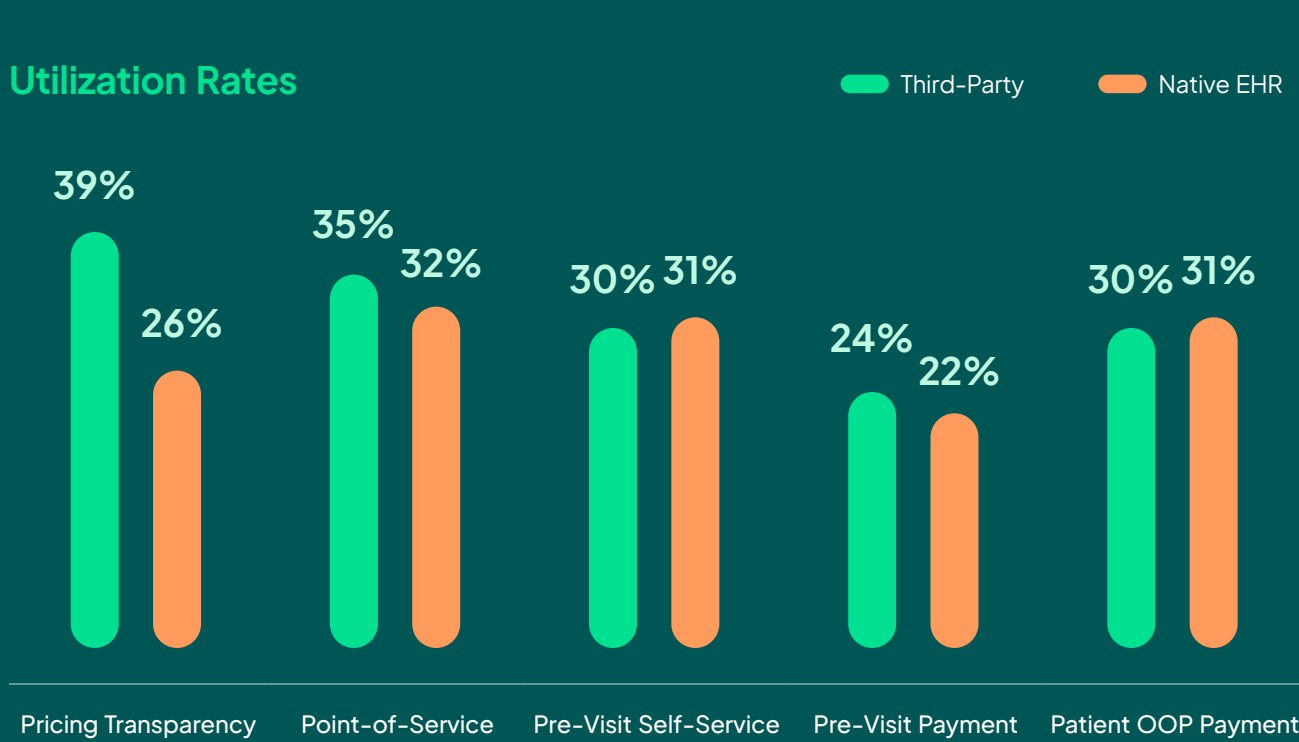


FinThrive, in partnership with HFMA and HIMSS, surveyed healthcare executives to assess usage and satisfaction with RCM technologies, comparing native EHR systems to third-party vendors.

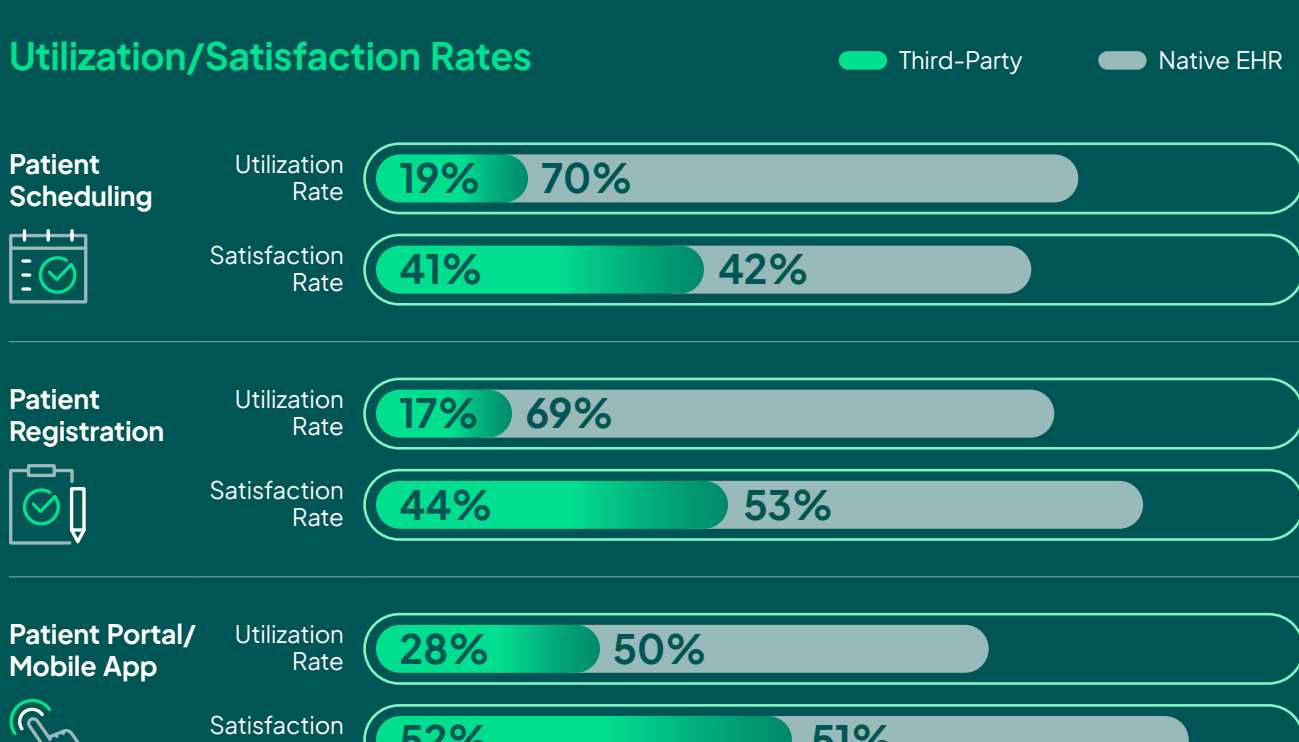
Let's look at the technology healthcare leaders are prioritizing across the revenue cycle.

The Front-End Focus

Healthcare executives are turning to their native EHR and third-party vendors at nearly identical rates to provide a convenient and flexible financial experience for patients.¹



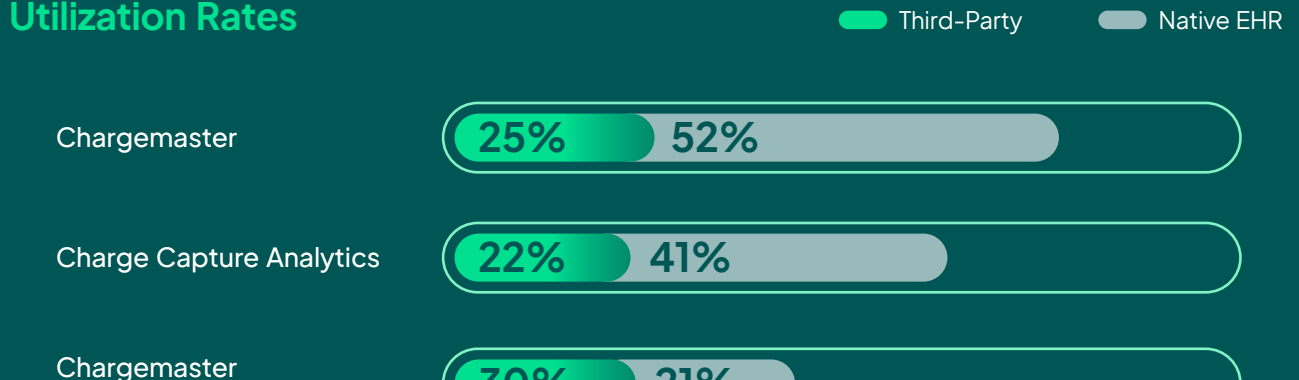
While native EHRs dominate in usage for **patient engagement**, third-party solutions often deliver comparable levels of satisfaction.



Mastering the Mid-Cycle

How are healthcare leaders gaining a competitive advantage?

For mid-cycle, missions-critical tasks, native EHRs have higher utilization rates, but third-party solutions provide a more satisfactory experience for their users.¹



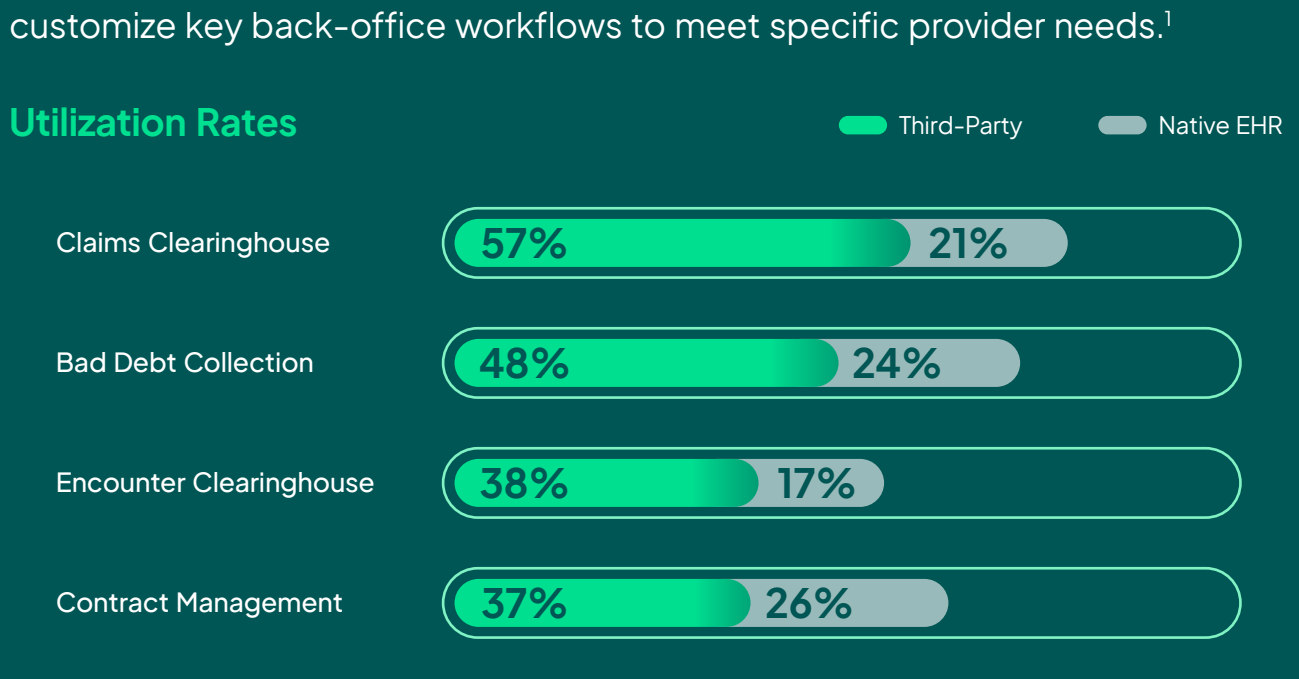
Third-party solutions are used more and provide a better experience for healthcare leaders in

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high-value mid-cycle workflows.

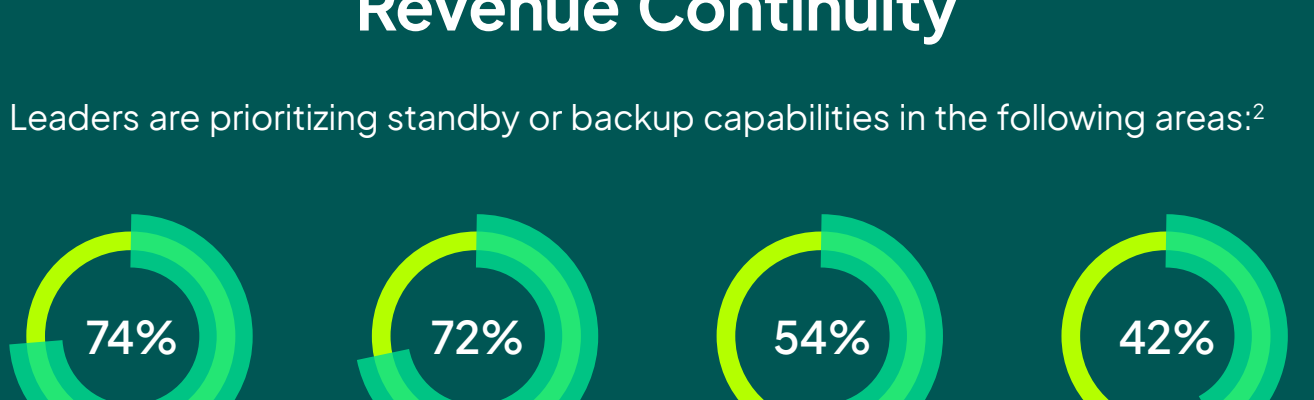
Optimizing the Back-Office Focus

Also, with cyber attacks being a concern to healthcare leaders, there's a strong desire to mitigate risks. Third-party solutions stand out due to their ability to customize key back-office workflows to meet specific provider needs.¹



Building Cyber Resilience for Revenue Continuity

Leaders are prioritizing standby or backup capabilities in the following areas:²



To mitigate cyber risks, **82% of healthcare leaders** believe vendors with advanced cybersecurity certifications and strengthening onboarding with detailed cybersecurity assessments are the **top two most important considerations**.²

Interested in learning how FinThrive can optimize workflows at every stage of the revenue cycle?

We'd love to [talk more about your unique needs](#) and how we can help you meet your financial goals.

Sources:
 1 HIMSS Market Insights 2024 Survey on EHR RCM Tech Utilization
 2 HIMSS Market Insights 2024 Survey on Cyber Resilience