

Pushed to the Brink: How Smarter RCM Can Power Rural Hospitals' Comeback



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1 Rural Healthcare on the Brink

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Rural hospitals face an unprecedented existential threat today.

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Already battling rising costs, staffing shortages, and shrinking margins, they now face OBBBA's Medicaid cuts that are pushing them closer to the breaking point.

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Financial stress is the #1 driver of closures.

The warning signs are everywhere.

More closures mean more communities left without emergency care, OB units, or even basic primary care.

To reverse this trend, rural hospitals must act now with smarter, outsourced RCM.

The data is clear

700

rural hospitals
(1 in 3) at risk of
closure

193

hospitals
closed since
2005

~50%

hospitals
operating in
the red

In 10

states, half or
more are at
immediate risk

Closures accelerating
in Kentucky, Louisiana,
and California

2 Medicaid Deepening the Wound

1

Medicaid reimbursements—the primary path to care in rural America—are already falling short.

2

And the looming policy shift with OBBBA is deepening the wound.

3

With millions projected to lose Medicaid coverage and funding cuts stripping billions from the system, the outlook for rural hospitals looks bleak.

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Compounding Pressures Converging

- More uninsured = More uncompensated care
- Limited patient volume = Limited scope of revenue
- Workforce shortages = Staff burnout, higher costs
- Inefficient RCM = More denials, slower payments

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OBBBA could push 300+ rural hospitals into closure.

While hospitals can't control policy, they can control how effectively they collect every dollar they earn by doubling down on RCM efficiency.

With limited resources and tight budgets, outsourcing is rural hospitals' best bet to tap into tech-enabled RCM.

Here's why

1.8M

rural Americans
expected to lose
coverage

300+

hospitals at
immediate risk
of closure

\$155B

decrease in
spending over
the next decade

3 Why Survival Demands Smarter RCM

1

In-house RCM teams can't keep up with today's payer complexity, denials, and policy shifts.

2

What's needed is **outsourced tech-enabled RCM**—a model that combines AI's efficiency and speed with deep human expertise—to help collect every dollar earned—faster, smarter, and at a lower cost.

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Smarter RCM is the difference between closure and continuity.

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In an environment where every payment counts, outsourced RCM empowers rural hospitals to protect their revenue with the right balance of technology, expert intervention, and data-driven decision-making.

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At the same time, it addresses deeper operational challenges of workforce burnout and human errors by offloading tasks. This balanced approach to smarter RCM not only strengthens performance but also drives long-term operational sustainability for rural providers.

Here's why

End-to-end RCM efficiency with AI + expert-led workflows

Revenue integrity that protects revenue from the start

Proactive denial prevention by anticipating payer behavior

Optimized billing to ensure every dollar is captured correctly

Accelerated AR to keep the cash flowing

4 Hospitals Outsourcing RCM Are Already Ahead

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Hospitals outsourcing RCM aren't just surviving; they're outperforming.

C-suites now see AI in RCM as a \$10B+ efficiency opportunity

Outsourcing to the right RCM partner can help unlock revenue opportunities hospitals never knew really existed and strategies they never knew could turn the tide.

If you aren't outsourcing RCM, you're already behind

And the gains are measurable and immediate.

20–30%
lower admin costs within a year (Black Book)

15%
boost in clinical productivity when admin load drops

50%
fewer denials (HBMA)

10–20%
reduction in AR days (MGMA)

5 The Jindal Healthcare Advantage

1

At Jindal Healthcare, we know rural realities that threaten survival: low patient volume, high payer dependency, staffing gaps, and policy shifts.

2

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Our **AI-engineered, expert-led RCM frameworks** are designed to drive efficiency across the board for rural hospitals, so they collect right, faster and at a lower cost.

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**RCM That's AI-Engineered,
Expert-Led, Rural-Focused**

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7

With Jindal Healthcare, rural hospitals gain more than a vendor. They gain a partner committed to restoring their financial health while future-readying their revenue cycle for long-term sustainability.

8

What sets us apart?

Rural-focused strategy and tailored solution

Tech deployment where it matters most in the revenue cycle

Human-in-the-loop RCM to handle edge cases and payer nuances

Plug-and-play integration with your existing EHR

Cost-efficiency at scale without added FTEs or burnout

6 How We Protect Your Payments

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We start with a financial health assessment of your revenue cycle to uncover inefficiencies, denial hotspots, and hidden revenue opportunities.

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We then deploy our people + process + platform framework to secure your revenue. Our process includes:

- Looking into your critical RCM KPIs to identify inefficiencies
- Identifying tech deployment opportunities to boost efficiency
- Delivering a blueprint for your long-term financial sustenance

Front-End Automation for Quick Approvals

APIs automate eligibility checks and streamline prior auth workflows, eliminating front-end errors to keep your revenue secure from the start.

Mid-Cycle Edits for Faster Clearance

Certified, trained coders ensure billing accuracy, payer-specific compliance to expedite clearance & prevent delays.

AI + Agentic AI Workflows for Faster Recovery

Proprietary AI + agentic AI system that learns from each claim to prevent denials, prioritize high-impact accounts to accelerate collections at lower costs.

AI-Enabled, Expert-Led RCM

1

RCM Autonomy with Agentic AI

AI that thinks, learns, and executes complex tasks, reducing handoffs

2

Continuous Learning

Learns and gets smarter with every claim, lowering rework over time

3

Adaptive to Payers

Detects real-time shifts in payer logic, adapting before they could hit cash flow

4

Revenue Prioritization

Triages AR by impact and recoverability, focusing on what matters most

5

Conversational Analytics

"Ask ANKA" for instant, actionable insights beyond static dashboards

6

Compliance Safeguards

Flags issues like coding and documentation risks before submission

7

Scalable Without Headcount

Scales throughput without adding FTEs, freeing staff for complex cases

8

Plug-and-Play Deployment

Integrates with existing EHR/RCM stacks in weeks, not months

This hybrid approach to RCM ensures you're paid right, paid faster, and at a lower cost.

7 Proof in Action – Customer Success

1

This rural hospital, like many others, was struggling to keep its doors open due to staffing shortages, outdated tech, and sluggish collections.

2

Prior auth delays, coding errors, shifting payer rules, and rising operational costs only deepened the crisis. Revenue kept slipping, pushing the hospital closer to the edge—a reality far too common for rural hospitals today.

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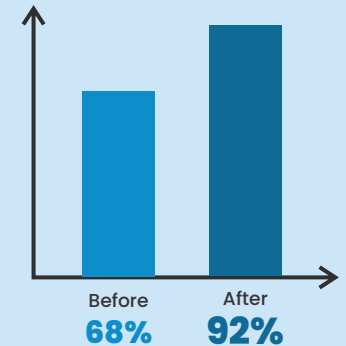
With a closure risk looming over, the hospital turned to **Jindal Healthcare for a strategic partnership to re-engineer its revenue cycle**. Leveraging our tech-enabled RCM expertise, it addressed its systemic inefficiencies and regained its financial footing.

Future-proofing rural healthcare revenue cycle with smarter RCM.

The rural hospital's journey with Jindal Healthcare shows what's possible when the right people, processes, and technology are brought together to build a financially resilient revenue cycle to keep the mission going.

38%
boost in
collection
rate

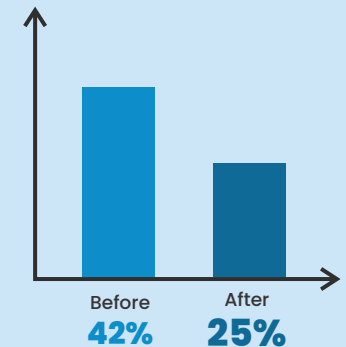
Auth Approval
Rate



Billing Lag



90+ Days AR



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the Full Story](#)

8 A Shared Commitment to Rural Healthcare

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With 70%+ of providers prioritizing AI and 46% already implementing AI in RCM, outsourcing is the new baseline for smarter RCM for long-term sustenance.

For rural providers, the stakes are even higher; it's about keeping their doors open and ensuring continuity of community care.

Stronger Margins Start with Smarter RCM

Your Next Steps:

Partner with
Jindal Healthcare

Future-ready your
revenue cycle

Secure long-term
sustainability

Reinforce your commitment to rural healthcare with expert-led, AI-engineered RCM.

Schedule Expert Consultation Today

www.jindalhc.com



SCAN FOR EXPERT HELP

The Impact

35%
Average
Revenue
Growth

50%
Lower RCM
Costs

60%
Reduced 90+
AR Days