CASE STUDY

Efficiency Unlocked: How URMC Transformed Prior Authorization with Humata's AI Technology

URMC Reduced Operational Burden, Improved Efficiency, and Strengthened Patient Trust through Humata's PAthway Solution

BACKGROUND

The University of Rochester Medical Center (URMC) forms the centerpiece of the University's medical research, health professions education, and patient care missions. It operates UR Medicine, Upstate New York's largest and most comprehensive health system, which includes eight inpatient hospitals, nine emergency departments, 22 urgent care centers, and employs more than 1,000 specialists.

URMC's dedicated teams of physicians, specialty providers, and care coordinators ensure excellent patient care while working to continuously improve outcomes and enhance the healthcare experience. Their culture is what sets them apart in the market. They practice with an innovative, entrepreneurial mindset and an unwavering commitment to delivering superior care that enhances the health and wellbeing of every patient they treat.

DRAMATIC RESULTS

21
days-out through technology-driven efficiency, ensuring patients have prior authorizations approved before their stay so they can receive the care they need.

77%
of referrals have authorization requirements automatically determined through Humata's seamless payer connectivity.

32%
of Humata's automated clinical bundles are processed without manual intervention from staff.

80%
automation success rate with Statusing, reducing the need for staff to manually gather status updates from payer portals.

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THE CHALLENGE

Before Humata, URMC manually processed each prior authorization—a daunting task given the substantial volume within the Imaging service line. This process was not only administratively burdensome but also incurred high operational costs. A centralized team of **22 full-time employees was solely dedicated to managing these authorizations**, underscoring the labor-intensive effort required to meet demand. With patient care as its top priority, URMC recognized the need for an automated solution to streamline workflows and enhance operational efficiency.

> **"Prior authorization is a costly challenge for all health systems. For URMC specifically, we needed a solution to bring everything together across the continuum."**
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> - Jamie Bishop
> Senior Director of Strategic Initiatives

THE SOLUTION: HUMATA

To boost operational efficiency and productivity within its Radiology department, URMC embarked on an automation journey with Humata Health, implementing the advanced End-to-End Authorization platform, PAthway. This strategic shift enabled an exception-based workflow, initiating automation at the point of order to accurately assess the need for prior authorizations. PAthway's automation capabilities revealed that 41% of radiology referrals could be completed automatically, allowing URMC staff to focus on cases that genuinely required prior authorization.

PAthway seamlessly supports the entire authorization continuum, from determination and clinical packaging to submission, status tracking, and post-authorization monitoring. By integrating with URMC's electronic medical records, the platform enables staff to begin the authorization process up to 21 days (or three weeks) in advance, helping to achieve the goal of ensuring approvals are confirmed well before procedures. This proactive approach reduces write-offs and financial losses by securing prior authorizations timely, eliminating post-care reimbursement issues. PAthway also streamlined the integration of outside provider referrals within URMC facilities, supporting a coordinated, patient-centered network

URMC is currently extending PAthway to its Orthopedics service line, enabling orthopedic teams to benefit from the same technology and efficiency gains that have already transformed radiology operations.

> **"Humata has allowed my team to work effectively and efficiently for our patients. Many times, our staff are on the phone with patients and ordering providers, and because the automation handles the necessary tasks, my team can streamline their communications by sharing approvals or updates from the payer. This improves our relationship with patients and ordering providers, ultimately fostering trust in URMC for their medical imaging services."**

- Jeff Freier, Director of Patient Access - Imaging Services

THE KEY DRIVER: AUTOMATED CLINICAL BUNDLING

An essential part of the authorization submission process is clinical bundling, which ensures that comprehensive documentation supports the patient's need for the procedure and is properly distributed to the payer for approval. Previously, this was a time-consuming, manual task for URMC's prior authorization staff, often resulting in inconsistencies or missing information that triggered denials, required additional interventions, and ultimately delayed patient care. Recognizing the need for a more efficient and reliable approach, URMC turned to technology.

With Humata's integration into URMC's electronic documentation management system, required documentation is now automatically gathered and organized. Humata's PolicyMatch engine organizes clinical packages using detailed rule sets based on procedure codes, enabling prior authorization staff to streamline their review process and quickly validate submissions. Designed to improve submission quality, PolicyMatch minimizes the need for manual intervention, improving documentation accuracy and enabling faster turnaround times from payers.

In practice, **32% of all authorization packages generated by Humata are used without modifications**, allowing URMC staff to proceed directly to submission with confidence. This streamlined process not only supports efficiency but also strengthens URMC's ability to deliver timely, high-quality care.

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"With Humata's clinical bundling, the system knows what documents to package together in order toreceive payer approvals. The system generated what we need for a simple review to ensure all thespecifics are there for submission to occur."

- Lisa Johnston, Prior Authorization Team Lead

"Our collaboration with URMC exemplifies the transformative impact of AI on healthcare operations. By integrating Humata's PAthway solution, we've streamlined prior authorizations, enabling URMC to refocus on what truly matters—delivering top-tier patient care. This relationship underscores our shared commitment to innovation, efficiency, and patient-centered excellence."

- Jeremy Friese, Founder & CEO - Humata Health