

Claim Denials, Revenue Leakage and Talent Shortage are Bleeding Your Profit...

...but you already knew that.



- **Denials Are Eroding Your Revenue:** Complex payer rules and AI-driven denial mechanisms make it harder to identify, prioritize and recover lost claims.
- **Prior Authorization Is an Administrative Bottleneck:** Physicians spend significant time managing authorizations, many of which are denied or require appeals.
- **Increasing Payer Complexity:** Complex and constantly evolving payer rules, documentation requirements and reimbursement models make consistency across payers increasingly difficult.
- **Revenue Leakage Across Multiple Touchpoints:** Errors across patient data, eligibility, coding, charges, documentation and payments continue to drive significant revenue loss.
- **Shortage of Skilled RCM Talent:** A persistent shortage of specialized RCM talent is driving longer hiring cycles and rising cost-per-hire.
- **Lack of Intelligent Automation:** Despite growing AI investment, many RCM operations remain manual and struggle to scale beyond isolated automation pilots.

That's why some of the biggest healthcare providers like Optum, R1, Omega, Access and Sagility have chosen to build their RCM GCC in India.



The true value of an RCM GCC goes beyond cost—it creates an integrated revenue engine combining operations, AI, analytics, automation and payer intelligence.

Challenge		How an India-based RCM GCC Helps
Complex rules and AI-driven denials make it harder to identify, prioritize and recover lost claims.	→	Builds a 24×7 denials and appeals capability combining coding, clinical and payer expertise with AI-driven denial prediction and prioritization.
Prior authorization consumes physician time, with many requests still denied or requiring appeals.	→	Centralized eligibility, authorization, documentation and payer follow-up with AI to identify requirements, track status and flag risks before denial.
Complex payer rules, documentation and reimbursement models.	→	Centralized payer intelligence through specialized teams. Payer-specific workflows, rules and escalations—turning institutional knowledge into an advantage.
Shortage of specialized RCM talent drives longer hiring cycles and rising cost-per-hire.	→	Access to deep, scalable RCM and health-tech talent in India enables providers to build and own critical capabilities rather than rely on BPOs.
Revenue leakage across the cycle—from patient data and eligibility to coding, charge capture and underpayments—erodes margins.	→	Build end-to-end revenue integrity capabilities using AI and analytics to identify leakage patterns across the entire revenue cycle.
RCM remains heavily manual despite growing investment in AI and automation.	→	Combine RCM operations with AI, data and engineering teams to continuously identify, develop, deploy and scale automation across live workflows.

The India Opportunity within RCM GCCs: BPO Economics. Ownership-Level Control.

10% of the Cost, 100% of the Control

- Market Opportunity: \$100B US RCM spend today, growing to
- Talent Concentration: 400K RCM professionals; 5× stronger retention
- Cost Advantage: 80–90% lower costs for core RCM roles vs. the US
- 100% Ownership: Over operations, IP and Data

THE HIDDEN ADVANTAGE: TAPPING INTO INDIA'S HEALTHCARE MARKET

\$180B

India's Healthcare Market in 2024

- Growing at 10–12% CAGR
- \$122B → \$202B: Hospital market projected to nearly double by 2030

KEY DOMESTIC DRIVERS

- 700+ private hospitals digitising EHR, HIS & RCM
- Leading hospital chains like Apollo, Fortis and Max are investing in AI diagnostics & billing automation
- Rising health insurance is driving demand for claims automation

The Dual-Market Advantage

• One GCC, Two Markets

Serve U.S. RCM and India's growing healthcare market from the same talent base.

• Export + Domestic

Leverage the same coding, billing and analytics capabilities across both markets.

• India's Digital Push

Ayush Bharat Digital Mission is accelerating healthcare data and RCM digitization across public and private providers.

OPERATIONAL CONTROL

Retain full IP security, custom operational workflows, and continuous enterprise oversight.

AI INTEGRATIONS

Co-locate RCM teams with data science engineers to drive automated billing engines.

The GCC advantage isn't just lower cost. It's greater intelligence, automation, and control. Leading healthcare companies are already building it in India.

READY TO TALK TO OUR EXPERTS?

Schedule a free consultation:

gcc.india@collabera.com | +917411811381