

SCALE SURVEY:

REVENUE CYCLE MANAGEMENT IS THE NEXT WAVE OF AI ADOPTION IN HEALTHCARE

*Insights from 150+ Healthcare CEOs on AI Adoption,
Investment Priorities, and the Future of RCM*

EXECUTIVE SUMMARY

In 2025, SCALE Healthcare surveyed more than 150 healthcare CEOs across provider organizations, MSOs, and healthcare services platforms to understand how leaders are approaching technology adoption, innovation priorities, and operational investment.

While the survey explored technology and automation across the enterprise, a more nuanced pattern emerged around Revenue Cycle Management (RCM).

The data shows that most organizations have not yet implemented AI extensively within RCM-related functions such as revenue cycle operations, prior authorization, or front-end revenue workflows. However, this gap is precisely what elevates RCM as the highest-priority area for near-term investment.

Rather than signaling lagging interest, the survey indicates pent-up demand: CEOs recognize that while AI has been tested elsewhere in the business, RCM represents the next major opportunity to apply automation where financial impact is clearest, outcomes are measurable, and improvements compound quickly as organizations scale.

This white paper synthesizes the survey results through an RCM-focused lens. It examines how enterprise technology adoption is creating the conditions for accelerated RCM modernization, why traditional RCM models are proving unsustainable, and how forward-looking organizations are using technology-enabled RCM to protect revenue and drive predictable performance.

KEY MARKET THEMES



AI ADOPTION IS NO LONGER EXPERIMENTAL



73% OF HEALTHCARE CEOS REPORT THAT THEIR ORGANIZATION HAS IMPLEMENTED AI OR AUTOMATION IN AT LEAST ONE AREA OF THE BUSINESS.

→ INTERPRETATION

Adoption spans clinical, operational, financial, and administrative functions—signaling enterprise-wide readiness for scaled AI deployment.

→ RCM IMPLICATION

As organizations mature in AI adoption, revenue cycle functions increasingly emerge as high-confidence candidates due to data availability, repeatable workflows, and measurable ROI.



FINANCIAL, PERFORMANCE, & OPERATIONAL PRESSURES ARE DRIVING TECHNOLOGY SPEND



68% OF HEALTHCARE CEOS REPORT THAT COST SAVINGS, GROWTH, & PERFORMANCE IMPROVEMENT OUTCOMES ARE THE DRIVING FACTORS IN TECH ADOPTION

→ INTERPRETATION

Tech adoption has become a defensive investment — a way to stabilize operations, protect margins, improve performance, and reduce reliance on increasingly scarce labor. This mindset shift is accelerating decision-making timelines and increasing willingness to adopt proven solutions.

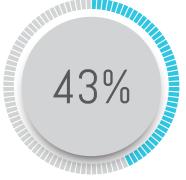
→ RCM IMPLICATION

As AI investment scales, RCM often rises on the priority list because it directly addresses cost pressure, cash flow, and payer complexity.

RCM TECHNOLOGY ADOPTION NOW

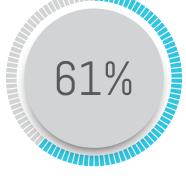
SLOW

RCM AND REVENUE OPERATIONS REMAIN EARLY IN THE AI ADOPTION CURVE



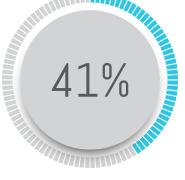
43%

43% OF CEOS REPORT NO AI IMPLEMENTATION TO DATE IN THE RCM DEPARTMENT



61%

61% OF CEOS REPORT NO AI IMPLEMENTATION TO DATE IN THEIR ELIGIBILITY & PRIOR AUTHORIZATION PROCESS



41%

41% OF CEOS REPORT NO AI IMPLEMENTATION TO DATE IN THE CLINICAL DOCUMENTATION & CODING PROCESS

→ INTERPRETATION

Despite broader enterprise experimentation with AI and automation, revenue-critical functions remain among the least penetrated areas today. These workflows are highly complex, deeply tied to payer rules, and directly impact reimbursement accuracy and compliance — factors that have historically slowed adoption.

Rather than indicating a lack of interest, the data reflects a deliberate and cautious approach. Healthcare leaders have prioritized proving AI value in lower-risk areas before deploying it within functions that directly affect cash flow and financial integrity.

→ RCM IMPLICATION

The combination of low current adoption and high financial importance positions RCM and adjacent revenue functions as the next major wave of AI investment. As confidence builds from successful deployments elsewhere in the organization, leaders are increasingly targeting these areas for near-term automation — where improvements in accuracy, speed, and predictability can deliver outsized financial returns.

RCM TECHNOLOGY ADOPTION IN THE FUTURE



RCM AND RCM RELATED PROCESSES ARE THE TOP AI PRIORITIES FOR THE FUTURE

When asked to rank technology adoption priorities over the next 12 months (1-5 scale), healthcare CEOs identified revenue cycle functions as top priorities, based on responses of 4 or 5.



RCM DEPARTMENT: 78% OF CEOS RANK AI ADOPTION AS A TOP PRIORITY



ELIGIBILITY & PRIOR AUTHORIZATION: 72% RANK AI ADOPTION AS A TOP PRIORITY



CLINICAL DOCUMENTATION & CODING: 60% RANK AI ADOPTION AS A TOP PRIORITY

→ INTERPRETATION

The results point to a clear inflection point. Although AI adoption within RCM-related functions remains limited today, executive intent has shifted decisively toward near-term deployment. The conversation has moved beyond whether AI belongs in revenue operations to how quickly and where it can be applied for impact.

→ RCM IMPLICATION

The contrast between low current adoption and high forward-looking priority signals pent-up demand and positions RCM as the next major acceleration point for AI deployment in healthcare. Organizations are preparing to move from experimentation to execution — targeting revenue cycle functions where automation can improve cash flow, reduce administrative burden, and drive predictable financial performance.

THE SCALE HEALTHCARE PERSPECTIVE

HOW CAN SCALE HELP YOU

At SCALE Healthcare, these findings reinforce what we see across our client base: the future of RCM is tech-enabled, intelligence-driven, and outcome-focused.

Modern RCM requires:

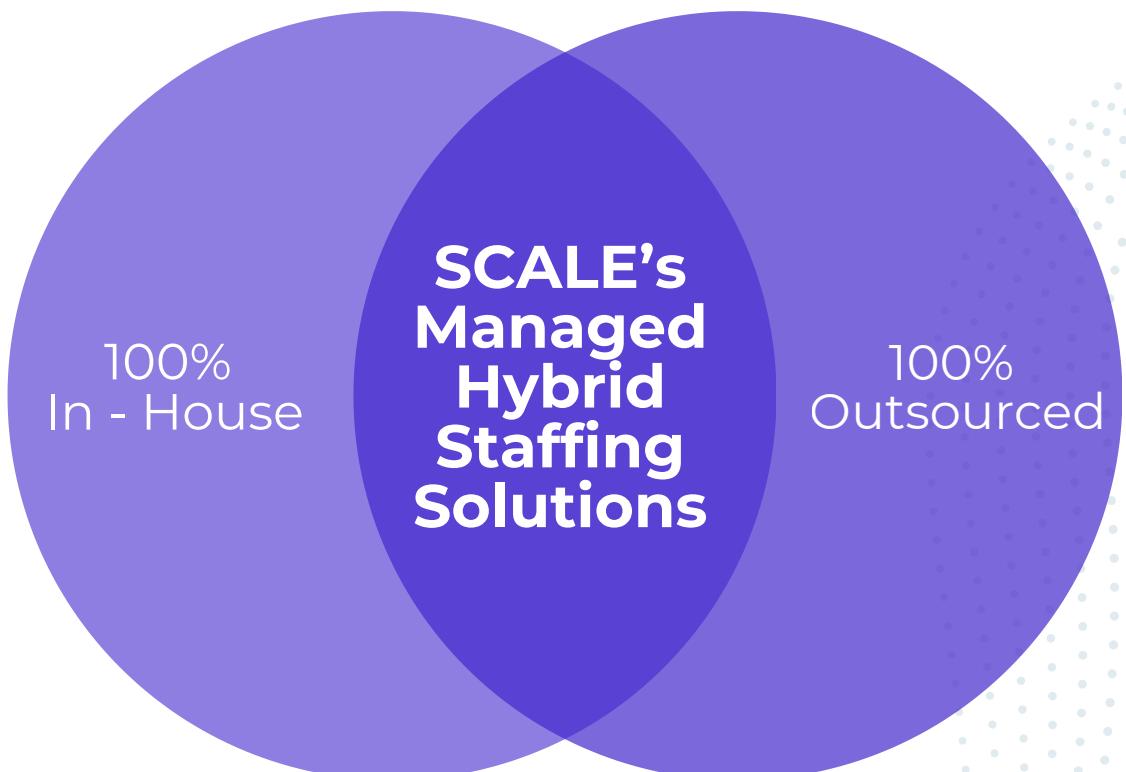
- AI-powered prevention, not just recovery
- Real-time performance intelligence
- Flexible models that combine technology with expert services

Organizations that invest early in scalable RCM technology will be best positioned to navigate margin pressure, payer complexity, and continued industry consolidation.

THE SCALE SUITE OF TECH-ENABLED RCM:

FOUNDATIONAL RCM SERVICES

For some organizations, the binary options of 100% in-house or 100% outsourced revenue cycle management are not satisfactory. SCALE RCM offers a flexible managed staffing service that empowers multisite healthcare organizations to build hybrid in-house and outsourced offshore RCM teams.



SCALE'S AI & AUTOMATION SOLUTIONS

KEY BENEFITS:



Reduce Expenses



Capture Missed Revenue



Accelerate Cash Flow



Increase Productivity

THE RESULTS?

- Lower days in A/R and accelerate cash flow
- Reduce denials
- Capture incremental revenue
- Enhanced coding and charge capture accuracy
- Proactive denial prevention
- Seamless integration into existing systems



DenialShield

An AI solution that proactively prevents and automates the resolution of denials.



FrontDesk Shield

An AI solution for pre-clinical, administrative, and front-end RCM functions, incorporating eligibility and prior authorization agents.



RevenueShield

An AI solution that maximizes revenue by automating coding, charge capture, and revenue integrity functions.

CONCLUSION

The survey results make clear that healthcare leaders are entering a critical execution phase. With Revenue Cycle Management identified as the top priority for AI adoption over the next 12 months, organizations now face a practical challenge: *how to modernize revenue operations quickly, responsibly, and with measurable impact.*

SCALE Healthcare partners with healthcare organizations to meet this moment. We help leaders move from intent to execution by delivering tech-enabled RCM services and AI-powered solutions designed to produce immediate ROI while scaling with organizational growth.

Our approach combines:

- AI-driven RCM automation to prevent denials, improve accuracy, and protect revenue
- Real-time analytics and performance intelligence to drive visibility and accountability
- Expert RCM services that integrate seamlessly into existing workflows and systems

Whether organizations are early in their RCM AI journey or preparing to scale enterprise-wide, SCALE Healthcare provides a pragmatic, results-driven path forward—built for the realities of today's financial pressure and operational complexity.

As healthcare leaders shift from experimentation to execution, SCALE Healthcare is purpose-built to help revenue operations perform at the level the next phase of the market demands.



SCALE+ healthcare | AI-POWERED RCM SOLUTIONS

www.scale-healthcare.com