

Co-Creation Over Contracting: The New Era of Client Partnerships

Transforming Client Relationships Through Collaboration

OVERVIEW

A few months ago, a **healthcare group** came to us frustrated. They had worked with three RCM vendors in the past five years, each promised better collections and lower A/R, but none stayed long enough to understand the why behind their numbers. When they approached **ASP-RCM**, we told them something different:

*"We don't want to be your next vendor.
We want to be your partner in outcomes."*

The Outcome

That's the difference between contracting and co-creating. It's not about outsourcing responsibility: it's about sharing it.

At **ASP-RCM**, we don't sell services.

We build partnerships that define, measure, and celebrate success, together.



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THE CHALLENGE

The client's previous engagements were transactional. Vendors focused on surface-level metrics like collections and A/R reduction: not on the underlying factors driving those results.

This led to:

- *Fragmented communication*
- *Short-term fixes instead of sustainable improvements*
- *A lack of ownership and trust in the revenue cycle process*

OUR APPROACH:

Starting with Collaboration, Not a Contract

Instead of starting with a contract, we started with a conversation. Their **CFO**, billing manager, and clinical leads sat with our **RCM and analytics teams**.

Together, we didn't just define SLAs — we co-created success metrics tied directly to their real business goals.



**Insight-Driven
Strategy**



**Integrated
Teams**



**Continuous
Improvement**

THE TRANSFORMATION

After just three months of co-creation, the results spoke for themselves:

- **22% increase in first-pass claim acceptance rate**
- **Improved cash flow predictability**
- **Streamlined collaboration between client and ASP-RCM teams**

And the client's CFO shared something powerful:

"For the first time, I feel like we own this revenue cycle together."