CASE STUDY • REVENUE CYCLE ANALYTICS

Turning a stalled eligibility book into $11.0M of realistic recovery

An Excel feasibility model that screened a $187.3M account population for coverage, charity-care, and Medicaid pathways - and made the business case for working it.

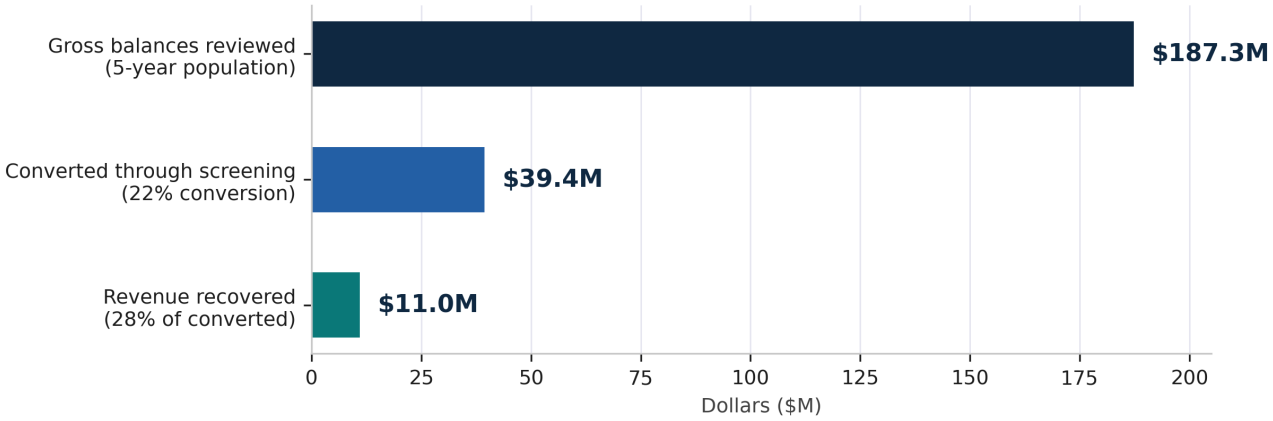
Blake Wardle-Dugan | Financial Counseling Representative II, R1 RCM | Target: RCM Data / Continuous-Improvement / Business Process Analyst

$187.3M	$11.0M	78.9%	$21M+
GROSS BALANCES REVIEWED (5 YEARS)	REALISTIC REVENUE RECOVERED	RETURN ON INVESTMENT	RECONCILED REVENUE RECOVERED IN OPERATIONS WORK

The problem: accounts that looked uncollectable had never been systematically screened

A hospital client held a large book of accounts stalled on eligibility and financial-assistance barriers. Without a model, there was no defensible way to know which accounts were worth working, what recovery was realistic, or whether the work would pay for itself. The question the model answers is direct: should this engagement be taken on - and will it still hold up in a bad case?

The funnel: every stage is a number that can be re-run



Five-year feasibility funnel. Conversion 22%; recovery 28% of converted balances.

The model segmented accounts by barrier type - eligibility and documentation, charity-care screening, and Medicaid navigation - then applied conversion assumptions stage by stage. Yellow input cells drive the assumptions; everything else is formulas, so leadership could change an assumption and see the answer move.

> **The one-line version:** I took a $187.3M stalled account book, modeled it down to $11.0M in realistic recovery at 78.9% ROI, and the operational work behind that kind of screening has reconciled to $21M+ recovered.

The economics hold up even in the downside case

Component	Base case (5 years)	What it means
Revenue recovered	**$11.0M**	28% of converted balances collected as cash
Total program cost	**$6.16M**	$21 per account screened + 12% contingency on recovered revenue + $165K/year fixed
Net benefit	**$4.86M**	Revenue recovered minus all program costs
ROI	**78.9%**	Every dollar of cost returns the dollar plus 79 cents
NPV at 8%	**$3.79M**	Positive even after discounting future dollars
Payback	**Year 1**	Cumulative net benefit turns positive in the first year

Stress test: Upside (25% conversion, $19 cost per account) nets $6.90M. Downside (18% conversion, flat volume, $24 cost per account) still nets **+$2.30M**. A sensitivity grid flexing conversion rate against volume growth keeps Year-5 net positive across the whole grid ($459K-$2.05M), so no single assumption carries the recommendation. Recovery is only 28% on purpose: conversion means coverage was found - including charity-care and partial outcomes - not that every dollar collects.

How I worked

- **Data first, anecdotes never:** every stage is quantified and re-runnable.
- **Built inside real operations:** high-volume Epic workqueues, payer portals, and financial-counseling caseloads - the work I do daily as an end user.
- **Conservative ramp:** 80% of mature conversion in Year 1, full strength in Year 3 - programs do not peak on day one.
- **Honest limits, stated plainly:** conversion assumptions are explicit in the model.
- **No inflated claims:** I am an Epic power end user, not certified, and I do not claim build or configuration experience.
- **Related result:** cleared a one-year Intermountain Health processing backlog in four months.

Why this transfers to the roles I am targeting

- **RCM / healthtech operations:** this is AR segmentation, conversion analysis, and a business case for where to point a workqueue - underpayment, financial-clearance, and root-cause work in model form.
- **SaaS business / support operations:** the same artifact is a queue-and-funnel analysis - population, qualified, converted, realized value, with ROI - the shape support-operations teams use every week.

Tools

Excel - advanced (VBA / macros and Power Query) • SQL - working, in progress • Tableau • Epic - daily power end user • Salesforce CRM - end user • Monday.com. Earlier data-analyst work (Gram Vikas) cut reporting time 90% with Tableau and Google Sheets dashboards.

Client anonymized. Figures are from Blake Wardle-Dugan's client feasibility model: $187.3M reviewed, $39.4M converted, $11.0M recovered, 78.9% ROI, $4.86M net benefit, $3.79M NPV at 8%. Prepared November 2026 for RCM Data / Continuous-Improvement / Business Process Analyst and Business / Support Operations Analyst applications.