



Acquisition to Action

Aligning discovery, capacity and
affordability to ensure completed care

Meet the panelists



Haley Bolton

VP, Healthcare Access Strategy,
Infrastructure & Business Intelligence
Emory Healthcare

Haley leads an integrated function for Emory's Physician Division that spans access performance, analytics, digital enablement, and capacity management across the ambulatory enterprise.



Andy Rowles

Corporate Director, Revenue Cycle
Emory Healthcare

Andy has spent 15 years with Emory Health in various revenue cycle roles and currently oversees the Physician Division Financial Counseling team, SBO Customer Service, and Cash Applications across HB, PB, and SBO.



Monica Agate

Vice President, Strategic
Accounts *RevSpring*

With 18 years of Healthcare IT experience and 12 years as an active HFMA chapter member, Monica is responsible for sales and management of strategic accounts in the Southeast region at RevSpring.



Lydon Small

Account Executive
RevSpring

With over 14 years of Healthcare IT experience in patient/staff engagement and revenue cycle solutions, Lydon is responsible for sales and account management primarily in the Southeast region.

The Reality: Access ≠ Completed Care

Patients often stall at scheduling, or they enter the system but don't make it through.

Access



26%

experience frustration
when scheduling an
appointment

Affordability



50%

say they've cut back on
care because of cost

Journey Friction



94%

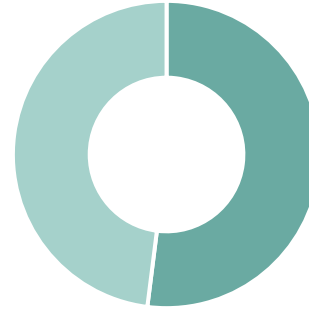
of people say healthcare
needs to be made easier

Source: 2025 Patient/Consumer Survey of 2,024 U.S. Adults

Poll question

When does your organization typically surface an out-of-pocket cost estimate to patients?

Finding the right provider is still one of the biggest barriers to care.



52%

Of patients leverage three or more online resources in their search for care.¹



38%

Say finding the right provider/location is difficult.¹

Providers cite inconvenient appointment times (61%) and long appointment waits (81%) as top barriers.²

1. 2024 Care Access Benchmark Report for Healthcare Organizations
2. 2026 Healthcare Access and Revenue Cycle Leader Survey

Poll question

What is the biggest barrier patients face when trying to find and schedule the right care with your organization?

Cost Without Context Undermines Care

Affordability is the final, critical conversion point.



39% cite frustration understanding the cost of care/insurance coverage.



1 in 5 patients will not seek needed care if it's too expensive.



71% do not have all the options they need to manage their payments.

Source: 2025 Patient/Consumer Survey of 2,024 U.S. Adults

Poll question

Which interventions has your organization implemented to better meet patient affordability?

Access and revenue cycle often solve the same problem—separately

How Emory is reducing internal fragmentation for better results:

- Identified out-of-network issues within the revenue cycle
- Implemented alerts within scheduling workflows
- Saw ~70% improvement in inaccurate OON scheduling

The logo for Emory Healthcare, featuring the word "EMORY" in a large, white, serif font above the word "HEALTHCARE" in a smaller, white, serif font, both centered within a dark blue rounded rectangle.

EMORY
HEALTHCARE



REVSPRING

+

EMORY
HEALTHCARE

Thank you!

Download the full consumer
research report:

The Cost of Patient Confusion

