

AUTOMATION FROM THE POINT OF CHECK-IN: 2025 PRACTICE WORKFLOW TRENDS

A CERTIFY Health Insights Brief

Executive Summary

Practices across the U.S. are under pressure to reduce staff burden, recover lost revenue from no-shows, and improve the patient experience — all without disrupting their existing EHR and PM systems. Over the past quarter, CERTIFY Health engaged directly with more than **700 decision-makers** across **behavioral health, dermatology, dental, OB-GYN, primary care, urgent care and hospital systems**. We also analysed performance across our own network of **1,000+ practices, 392 clinics, 189 brands and 125 regions**, representing **24–26 million patients** and **2,285,601 transactions**.

The results show a clear pattern: **automation that begins at the point of check-in delivers measurable ROI quickly and safely**. Practices deploying CERTIFY Health's modular approach are seeing **400–600% returns within 6–12 months, 28% fewer no-shows (\$20–62K annual revenue recovery), and 30+ staff hours saved monthly worth \$15–25K**.

CERTIFY Health combines **rule-based, auditable automation** for intake, check-in, payments and revenue workflows with **targeted AI in medical and clinical documentation** — integrating seamlessly with existing systems and avoiding black-box risk.

This brief distills those findings into five trends shaping practice workflows in 2025, quantifies their financial impact, and provides a practical roadmap for healthcare leaders evaluating automation today.

700

decision-makers

1000+

practices

24–26M

patients

2.29M

transactions

FIVE TRENDS SHAPING PRACTICE WORKFLOW AUTOMATION.



TREND 1

CHECK-IN AS THE AUTOMATION TRIGGER POINT

The first patient interaction – whether at a self-service kiosk or a staffed front desk – is the best opportunity to automate downstream tasks. By capturing demographics, eligibility, and payment details at check-in, practices can launch automated workflows that reduce staff workload and improve revenue capture without adding new systems.

Financial Impact:

- **28% reduction in no-shows** = \$20-62K recovered revenue annually per practice per month
- **70% faster check-in times**, freeing staff for higher-value tasks
- **30+ hours saved per month** in manual data entry and follow-up = **\$15-25K value**



TREND 2

INTEGRATION WITHOUT DISRUPTION

Healthcare leaders repeatedly told us they're tired of "rip and replace." They want technology that complements their EHR and PM systems, not replaces them. CERTIFY's modular integration layer plugs into existing workflows using FHIR/HL7 APIs, so practices can automate without costly migrations.

Financial Impact:

- **\$15-70K saved per provider** in migration costs by avoiding system replacement
- **Weeks, not months** to go live with first module
- **DSO reduced from 60 to 15-20 days** by integrating payments directly at check-in



TREND 3

PHASED ROLLOUT DELIVERS FASTER PAYBACK

Big-bang deployments disrupt staff and stall adoption. A phased approach

- starting with low-risk modules like intake and check-in
- lets practices see results quickly, build confidence, and scale gradually.

Financial Impact:

- **6-12 month ROI** achieved across our network practices
- **Immediate 20-25% staff time savings** after first module go-live
- **Payback period under 12 months** for full rollout



TREND 4

AUTOMATION EMPOWERS STAFF, NOT REPLACES THEM

Leaders consistently stressed that automation should free people, not eliminate them.

By taking repetitive tasks off staff plates, practices improve morale and reduce turnover.

Financial Impact:

- **97% staff satisfaction** reported in practices using CERTIFY Health modules
- **25% reduction in turnover** = **\$8-15K saved per retained employee**
- Staff repurposed to higher-value activities such as patient coordination



TREND 5

TRANSPARENT, RULE-BASED PROCESSES REDUCE RISK

While AI experimentation dominates headlines, many practices are cautious of black-box algorithms making unexplainable decisions in operational and financial workflows. CERTIFY Health takes a **hybrid approach**:

- **Rule-based, auditable automation** for intake, check-in and revenue operations, where reliability, predictability and compliance matter most.
- **Targeted AI in medical and clinical documentation** to save clinicians time without compromising oversight.

Financial Impact:

- **Faster adoption and training** because staff trust the system and understand the rules driving automation
- **Zero hidden decision-making on operational/financial processes** = lower compliance risk
- **AI applied responsibly in clinical documentation** helps reduce clinician time on notes and improves quality without increasing liability
- **Quicker ROI** because both staff and clinicians adopt the system faster when transparency and oversight are built in









People are turning towards CERTIFY Health's automation to provide the mundane efforts typically put forward by humans, not to remove humans but to allow them to do more meaningful work which, in turn, leads to a happier workforce and staff stability.

– **Jeremy Hummer**
VP of Product and Solutions

FROM PAIN POINTS TO ROI OPPORTUNITIES

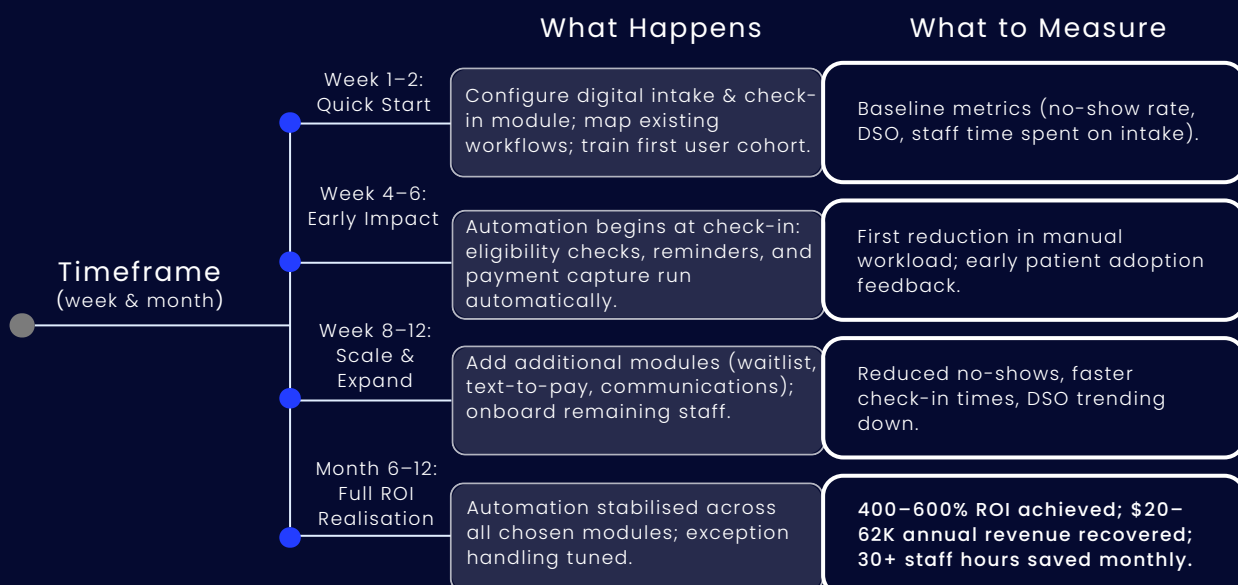
Every operational challenge we heard from practice leaders can be translated into a measurable financial impact when automation begins at the point of check-in.

Challenge	CERTIFY Health Approach	Proven ROI Impact
 Excessive staff time on intake & check-in	Digital intake forms + identity verification at check-in trigger downstream workflows automatically	30+ hours saved per month in manual work – worth \$15–25K annually per practice
 High no-show and cancellation rates	Automated waitlist notifications + real-time reminders integrated with EHR/PM	28% reduction in no-shows = \$20–62K recovered revenue annually per practice
 Payment delays & high days-sales-outstanding (DSO)	Integrated text-to-pay and point-of-service collection triggered at check-in	DSO reduced from 60 days to 15–20 days , accelerating cash flow
 High staff turnover from repetitive tasks	Rule-based automation frees staff for higher-value work; phased rollouts reduce disruption	90% staff satisfaction + 25% turnover reduction = \$8–15K saved per retained employee
 Claim denials due to eligibility errors	Automated eligibility checks and exception handling at the point of check-in	\$50–150K saved annually per practice in avoided denials
 Costly migrations from incumbent systems	Modular integration layer plugs into existing EHR/PM without replacement	\$15–70K saved per provider in migration costs

All ROI metrics derived from CERTIFY Health network data across 1,000+ practices, 392 clinics, 189 brands, 125 regions and 24–26 million patients.

ACTIONABLE IMPLEMENTATION TIMELINE

One of the biggest concerns we heard from practice leaders was, “How fast can we roll this out without disrupting current workflows?” CERTIFY Health’s modular approach is built for speed and safety.



OUR AI PHILOSOPHY: INNOVATION WITHOUT BLACK-BOX RISK

Healthcare leaders told us they're excited about AI but wary of unexplainable models, hallucinated outputs, constant retraining and the compliance risk that comes with them. In medicine, that's a threat few smart clinics want to deal with.

CERTIFY Health takes a **hybrid approach**:

- **Rule-based, auditable automation** for intake, check-in and revenue workflows.
- **Targeted AI in medical and clinical documentation** — used to speed up note-taking and reduce clinician burnout, never to make clinical decisions.
- **Human oversight built in** — every AI-assisted workflow step can be reviewed, explained, and adjusted by your staff.
- **No hallucinations, no hidden decision-making** in operational or financial processes.

This hybrid approach gives practices the benefits of AI without the liability of unproven models, and delivers measurable ROI in weeks, not years.

PUT THE INSIGHTS INTO ACTION READY TO START AUTOMATING FROM CHECK-IN?

The findings in this brief confirm what healthcare leaders have been telling us for months: the biggest gains come when you start automating at the point of check-in, integrate without disruption, and roll out in phases.

If you're exploring ways to reduce staff burden, recover lost revenue, or shorten patient wait times, we'd love to share how practices like yours are already achieving measurable results within weeks.

TAKE THE NEXT STEP:

Schedule a short **post-event walkthrough** with our team to see how CERTIFY Health's modules fit with your existing systems.



[Book a Walkthrough](#)

Start small, measure impact quickly, and scale confidently — without replacing what already works.