

## ADVANTUM UNIVERSITY:

# Advancing healthcare revenue excellence through structured training & expert-led development

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## EXECUTIVE SUMMARY

In today's dynamic healthcare environment, the ability to scale and sustain a high-performing revenue cycle management (RCM) organization hinges not only on technology but also on talent. At Advantum Health, we believe that empowering people with knowledge is the cornerstone of superior performance. To this end, **Advantum University** was developed — a comprehensive, internal training and leadership-development initiative designed to build, refine and elevate expertise in **provider enrollment, prior authorization, medical coding, auditing** and **end-to-end RCM services**.

Advantum University is more than a curriculum — it's a culture of continuous learning. It encompasses **basic training, advanced academies, leadership schools** and access to **adjunct professors** and **industry-recognized subject-matter experts (SMEs)**. It helps ensure that our teams deliver exceptional outcomes for clients while offering career progression for our employees.

## VISION & PURPOSE

Advantum University was created to help:

- ✓ **Ensure consistent onboarding and upskilling across teams**
- ✓ **Provide structured pathways for career advancement**
- ✓ **Establish an internal pipeline of future leaders and domain experts**
- ✓ **Instill a culture of performance, accountability and growth**

# CORE STRUCTURE OF ADVANTUM UNIVERSITY

## 1. Foundational training (The core school)

All new hires undergo a rigorous, role-specific onboarding curriculum covering:

- **RCM fundamentals** (payer types, claim lifecycle, compliance basics)
- HIPAA, PHI and cybersecurity protocols
- Communication and client etiquette
- Department-specific tools and technologies
- Systems navigation and documentation standards

**Delivery:** Hybrid (live instruction + LMS modules + hands-on labs)

## 2. Advanced academies

After core training (or more-experienced team members who test out of the basics), staff are enrolled in various levels of **specialized academies** tailored to their career track and performance reviews.

### A. Provider Enrollment & Credentialing Academy

Covers CAQH, PECOS, payer portals, delegated credentialing, revalidation and managing rosters across commercial, Medicare and Medicaid plans.

### B. Prior Authorization Academy

Focuses on medical necessity review, payer criteria, escalation protocols, Gold Card programs, and complex surgical authorizations.

### C. Coding Academy

Tracks include:

- **Professional Coding** (CPT, HCPCS, ICD-10-CM)
- **Surgical Specialty Coding**
- **Risk Adjustment (HCC)**
- **Modifier Usage & MUE/CCI Compliance.**  
Practice-based examples are utilized...especially for Orthopedics, Gastroenterology and Rheumatology.

### D. Auditing Academy

Covers internal auditing methods, coding accuracy checks, CMS audit preparedness, appeals writing, and RAC/MAC audit response.

### E. Full RCM Lifecycle Academy

For team leads, managers and client success reps to understand end-to-end billing processes and revenue leak prevention.

**Outcomes: Certification + project-based evaluation**

## LEADERSHIP SCHOOL

Built for emerging and current leaders (team leads deputies, etc...), Advantum Health's Leadership School delivers training in:

- Emotional intelligence & conflict resolution
- Operational metrics & team accountability
- Delegation & people development
- Change management & strategic thinking
- Client communication & escalation tactics
- Performance dashboards & data literacy

Each leader completes a capstone project tied to an actual business initiative (such as improving clean claim rate, reducing TAT, or improving PES onboarding time).

## ADJUNCT PROFESSORS & SUBJECT-MATTER EXPERTS

Our academies are powered by a bench of internal and external **adjunct professors** — recognized professionals from the field of RCM, compliance and healthcare technology.

### THESE EXPERTS:

- Host monthly master classes and fireside chats
- Participate in curriculum reviews and training validation
- Contribute to white papers and knowledge libraries
- Offer one-on-one mentorship to top talent

### EXAMPLES:

- **Certified coders & auditors** lead real-world case studies
- **Payer-side veterans** speak on policy changes and appeal strategies
- **Legal advisors** provide insights on compliance shifts
- **Workflow architects** assist in building automation-ready processes

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## PLATFORM & DELIVERY

**Advantum University** uses a proprietary LMS integrated with:

- Microsoft Teams for live instruction and mentoring
- Tableau dashboards to monitor progress and performance
- Testing modules with scenario-based assessments
- Training badges and credential tracking for client-facing transparency

Content is available **24/7** and constantly updated to reflect regulatory changes and payer updates.

## MEASURABLE IMPACT

Key outcomes of Advantum University :

- Improved turnaround times by 7.3 days on average
- Improved overall denial-resolution rate by 2%
- Improved employee retention by 34%

Kothur Raju — an Advantum trainer who was on the ground floor as the organization developed, implemented and continues to evolve the breadth and depth of Advantum University — is very proud of the results students have achieved. An expert in training and quality (PMO), Raju noted that “It continues to be so extraordinary to watch their accomplishments as they embrace the training and are empowered to advance their career expertise as they serve our clients. It’s exciting to be a part of it.”

## FUTURE ENHANCEMENTS

- Micro-certifications in payer-specific workflows (for example, UHC, Medicare and Medicaid)
- AI-powered simulations for denial triage and eligibility decision-making
- Gamified progress tracking to increase engagement
- Strategic partnerships with universities and trade schools to establish internship-to-career pipelines

## CONCLUSION

Advantum University isn't merely a training platform...it's a strategic advantage. By investing in structured education, performance accountability and subject-matter excellence, Advantum Health is building a workforce prepared for the future of healthcare revenue operations. Our clients benefit from reduced errors, faster turnarounds and a partner that constantly evolves.

**Because great results begin with great people.**

### About Advantum Health

Advantum Health is a technology-enabled healthcare services company providing end-to-end revenue cycle management, provider enrollment, prior authorization, and coding services. Through our proprietary EVE platform and team-first culture, we simplify complexity, optimize performance and help providers thrive.

**For more information, visit** [www.advantumhealth.com](http://www.advantumhealth.com)  
or contact us at [info@advantumhealth.com](mailto:info@advantumhealth.com).