

# 'The Lasagna Method' of communication

By Tammy Taylor, Advantum Health CEO

**In today's fast-paced healthcare revenue cycle management (RCM) environment, effective communication isn't just a soft skill — it's a critical driver of operational efficiency, client satisfaction and team cohesion.**

Advantum Health has developed and adopted what we call **The Lasagna Method™**. It's a proprietary framework that helps ensure consistent, transparent and layered communication across all levels of our organization and with our clients. Just like creating and serving up a world-class lasagna, this method is built in layers — each with a distinct purpose and flavor — to deliver depth, clarity and consistency in how we engage both internally and externally.

The Lasagna Method is especially powerful because it recognizes that effective communication isn't limited to a singular ingredient, person or process. Like a rich, tasty lasagna, it comes from the interaction of all layers of engagement. We meet clients where they are...in their roles, with their concerns and yes, occasionally, their emotions. That requires insights from both sides, not just from a single point person on either side, but across any or all levels of the partnership at any time that's appropriate. It's the only way to achieve continuous, closed-loop communications that improve financial, administrative and satisfaction outcomes as part of our client partners' ability to deliver exceptional clinical care.

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## WHY COMMUNICATIONS NEED A RECIPE

Even the most experienced chef needs a starting point to build towards a successful end product. Communication in complex organizations is no different. Without a foundational structure — that recipe — successful communications can too easily become fragmented, misaligned or overly reactive. The “taste” is off, and the end result is unfulfilling.

As we built and thoughtfully grew Advantum Health over the years, we recognized the need for a structured yet flexible way to help:

- ✓ **Ensure alignment between leadership, operations and client teams**
- ✓ **Make room for both facts and feelings**
- ✓ **Enable proactive dialogue without micromanagement**
- ✓ **Provide accountability while preserving psychological safety**
- ✓ **Enable cross-functional and cross-hierarchical collaboration, engaging at every level**

**Based on these commitments,  
The Lasagna Method was born.**

## LAYERS OF THE LASAGNA METHOD

### THE PASTA: FOUNDATION OF FACTS

This bottom layer represents the hard data — metrics, timelines, deliverables, key performance indicators (KPIs) and objective performance indicators. Success is grounded in truth and clarity. Every conversation, report or meeting must begin with this foundational layer to help ensure that all parties begin with the same understanding.

### THE SAUCE: CONTEXT AND NUANCE

The sauce adds flavor to the facts. Here, we discuss the context around the numbers, and the nuances behind it. We focus on understanding why something is trending up or down, what operational realities are influencing performance, and what constraints exist. This enables critical thinking and encourages root-cause analysis instead of assigning blame. The latter achieves nothing.

This “sauce” isn’t limited just to Advantum. It enriches the trust, dedication and deep commitment of both sides of our relationships with our partners. As explained by one of our clients:

“The Advantum team and its platform keep me and my entire team informed completely up-to-the-minute regarding where our practice is, what trends or issues are presenting as they arise, and proactively reach out to suggest solutions,” said Melanie, director of operations for a busy urology practice in Montana. “Its team is integral to me and our internal staff. Our people are empowered and encouraged to reach out to Advantum throughout its team with questions or answers as needed.

“Advantum has quickly become liked, respected and trusted as a special group of talented, caring people,” Melanie continued. “As we expand from pre-authorizations to what’s next, I’m completely confident in and rely upon their level of service, dedication and results. All of us feel that way. But especially for senior-level executives charged with leading our practice to growth and continued success, the culture and skills Advantum has developed and shown each day are simply invaluable.”

## THE CHEESE: EMPATHY AND EMOTION

This bottom layer represents the hard data — metrics, timelines, deliverables, key performance. Communication isn't just about data — it's about people and the concepts they understand and which drive them. Adding to the pasta and sauce, the cheese layer represents the human element...how people are feeling, where there's burnout or stress, and how leadership can better support staff. It also recognizes that emotion often underpins client relationships and team engagement.

Recognizing the importance of empathy and emotion as we build our lasagna, we layer in people at varying levels to meet clients where they are, to enable direct connections and achieve understanding. For example, if their CFO is best matched to our CAO or CEO on a call, they're brought together. That's true regardless of the levels within both organizations.

The same concept also applies to personalities. We match the energy or concern(s) of the client with the right people from Advantum who truly understand them. That's the way to ensure a positive outcome and a strong and lasting relationship going forward for years to come.

'I'm completely confident in and rely upon Advantum's level of service, dedication and results. The culture and skills they've developed and shown each day are simply invaluable.'

**Melanie**

Director of operations

Montana urology practice

## THE MEAT, OPTIONAL BUT POWERFUL: STRATEGIC INSIGHT

Ah, the meat (animal- or plant-based). This layer brings depth — the richness of protein, if you will — to the conversation. It's about vision alignment, long-term thinking and connecting today's efforts to the larger organizational strategy. It's often used by leaders to galvanize teams and help ensure that efforts align with EBITDA, scale and both short- and long-term goals and objectives.

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## THE TOP PASTA: RECAP AND RESPONSIBILITY

The final layer is the *pièce de résistance*: a summary of decisions, action items and ownership. It helps ensure that every communication results in clarity about next steps and who is accountable for what. Now, the lasagna is ready to bake and serve!

## HOW ADVANTUM DELIVERS THE LASAGNA METHOD

- **Weekly leadership rounds:** Department heads report using the five layers to deliver holistic updates.
- **Client meetings:** Client success managers are trained to use the method to bring facts, context, empathy and solutions to every touchpoint.
- **Performance reviews:** Managers use the layers to provide well-rounded feedback and development plans.
- **Incident reports:** Root-cause analyses follow The Lasagna Method structure to separate facts from emotion and uncover actionable insights.
- **Cross-layer engagement:** When working with clients, we don't just connect point person to point person. We create aligned communication across multiple levels, whether they be operational, executive or technical resources. This creates a more-synchronized, transparent and successful partnership. A partner's then-top executive explains:

"Our practice well knows that Advantum's commitment to communication and delivering excellent results is an essential aspect of our partnership with them," said Don, former CEO and now senior advisor at a busy Midwestern gastroenterology practice. He would know; Don spearheaded the selection of Advantum and its rapid solutions implementation in an aggressive timeframe in 2024. "We quickly implemented Advantum's proven processes, services and people to turn around our RCM operations that had gotten, over the years, more than a little rusty. The financial impact was quick, significant and most welcomed...from both improved accounts receivable and reduced overhead costs.

"We trust Advantum with virtually all of our RCM activities," he added. "I can comfortably say that they're accountable, trustworthy, results-oriented, absolutely transparent and simply a joy to work with. They're such a critical and integral part of our operations and success that they're not 'merely' a valued partner, but literally a member of our C suite."

## TRAINING AND ADOPTION

All new hires at Advantum Health receive orientation on The Lasagna Method. Managers undergo quarterly communication-effectiveness workshops, and the method is embedded into our onboarding checklists, project management organization (PMO) frameworks, and operational playbooks. Teams are encouraged to use the Lasagna structure for both internal and external interactions, promoting understanding and across all levels of both Advantum and each of our clients.



## DOCUMENTED BENEFITS ACHIEVED

- 107% decrease in client complaints from Q1 2024 through Q1 2025 due to miscommunication
- Improved internal engagement scores in the categories of “clarity of expectations” and “voice and feedback”
- Reduced meeting fatigue due to more-structured and purpose-driven conversations
- Stronger client relationships through multi-level alignment
- Implementation NPS currently at 100  
(Net Promoter Score typically asks a single question to customers as to whether they would recommend a company and/or service to others. A 9-10 net (cumulative average) score is considered a promoter, a client that is most likely to strongly recommend a company or service; a 7 to 8 score is considered neutral; and 0-6 is considered a detractor. NPS is an important indicator of customer satisfaction, loyalty, retention and can be an important indicator in driving new customer growth.)

## WHY LASAGNA WINS EVERY TIME

In a nutshell, communication must be the connective tissue of any high-performing organization. By adopting this layered, intentional approach, the Advantum team is committed to ensuring that every conversation is clear, complete and constructive.

Just like a great lasagna, this method satisfies the hunger for clarity, depth and connection. Through embracing this idea of layered communication — within and across teams, with clients and stakeholders — Advantum Health builds trust, increases transparency and fuels mutual success. We're absolutely committed to it. And we're completely committed to delivering it. Enjoy!

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**Don**

Former CEO and now senior advisor  
Midwestern gastroenterology practice

### About Advantum Health

Advantum Health supports leading healthcare provider organizations with comprehensive vAI-powered solutions for revenue cycle optimization, including billing, coding, focused follow-up, credentialing, authorizations, eligibility and auditing. Headquartered in Louisville, KY, Advantum's team of more than 650 RCM professionals is dedicated to simplifying revenue cycle complexity, enabling providers and their patients to thrive.

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or email [info@advantumhealth.com](mailto:info@advantumhealth.com).