

From Legacy AP to Healthcare-Ready Transformation: The Gentiva Story



Our Speakers



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Poll: What is your biggest AP challenge today?

- Manual invoice intake & processing
- Compliance & audit readiness
- Low visibility into invoice status
- ERP Limitations



Industry Pressure Points in Healthcare AP



HIPAA compliance regulations



Multi-site, distributed operations across care locations



High volumes of non-PO invoices + medical claims as invoices

Gentiva Hospice



Who we are

- Leading U.S. provider of hospice, palliative, and home health care
- **500** locations
- **37** states

What we provide

- Hospice care for life-limiting illness
- Palliative care for serious illness relief
- Home health: Skilled nursing & therapy at home
- Advanced illness management for complex needs

Before State — Manual Process & Pain Points



Business risk impact



Compliance Exposure

HIPAA and claim sensitivity create exposure when **workflows lack compliant handling**



Cost Pressure

Limited automation drives staffing dependency



Scale Constraint

Manual model requires staffing



Patch vs. Transform decision framework

Results

**3.5
days**

**Average Non-PO
invoice cycle time**



2 days

**Average MD Invoice
cycle time**



**2.5
days**

**Average Respite
invoice cycle time**



Results

Operational

- Standardized invoices and claims platform replaces fragmented manual workflows.
- Scaled to hundreds of care locations without proportional headcount.

Compliance

- HIPAA-compliant workflows embedded natively, beyond what most AP tools support.

Strategic

- Leadership now sees AP as strategic and reliable, not a compliance risk.

Live Q&A



Key Takeaways

- **Healthcare AP requires transformation, not patchwork.** Gentiva moved beyond incremental fixes to re-engineer AP for scale, compliance, and growth.
- **Execution and partnership matter as much as technology.** The combination of a healthcare-ready platform and deep domain expertise turned strategy into real results.
- **A strong AP foundation changes the business.** With standardized, compliant workflows in place, AP shifted from a risk center to a scalable, strategic function.





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