



Emerging Company Spotlight

eInsights Eligibility Integrity 2025

Insurance Discovery Technology to Maximize Revenue

INSIGHTS

eInsights Eligibility Integrity 2025 Insurance Discovery Technology to Maximize Revenue

Why This Spotlight?

As healthcare organizations look to reduce administrative burdens and improve collections, many are turning to insurance discovery technology, which enables them to search for and identify coverage for which patients are eligible. This report offers an in-depth look at customer experiences with eInsights Eligibility Integrity—a solution that helps discover unknown patient insurance, highlights demographics discrepancies, and provides accurate billing information.

What Does eInsights Eligibility Integrity Do?

(a customer explains)

"Eligibility Integrity provides insurance to us that we did not know about. . . . Then eInsights will send that insurance to us within timely limits so that we can file claims in time. That is very helpful. We had a lot of insurances that were past timely filing, and we also had a lot of accounts that were zero-pay accounts previously, so the system helped our revenue a lot." —Analyst

Bottom Line

All respondents report being satisfied or highly satisfied with eInsights Eligibility Integrity. Users appreciate eInsights' support and the solution's ability to accurately discover insurance and patient information. To be successful with the solution, customers recommend that users communicate with eInsights regarding what they want out of the solution and how they will be using it. Respondents note that eInsights could improve glitches in file transfers and provide more frequent updates.

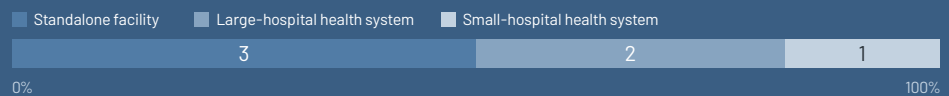
of Customers Interviewed by KLAS

6 individuals from 6 organizations (eInsights shared a list of 10 unique organizations; the list represents 100% of the customers that are eligible for inclusion in this study)

Top Reasons Selected

eInsights' pricing, competency, and discovery capabilities

Survey Respondents—by Organization Type



Survey Respondents—by EHR

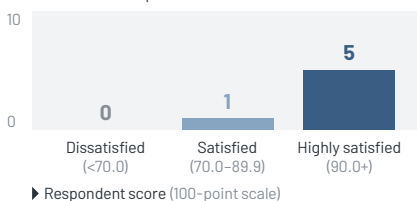


eInsights Eligibility Integrity Customer Experience: An Initial Look

Distribution of Overall Performance Score

Based on individual respondents, not unique organizations

▼ # of individual respondents



Key Performance Indicators

Supports integration goals	Product has needed functionality	Executive involvement	Likely to recommend
A* (n=6)	A+* (n=6)	A+** (n=5)	A* (n=6)
Software grading scale (1–9 scale)			
A+ = 8.55–9.0	B+ = 7.65–7.91	C+ = 6.75–7.01	D+ = 5.85–6.11
A = 8.19–8.54	B = 7.29–7.64	C = 6.39–6.74	D = 5.49–5.84
A- = 7.92–8.18	B- = 7.02–7.28	C- = 6.12–6.38	D- = 5.22–5.48

*Limited data
**Emerging data

Would you buy again? (n=6)

Percentage of respondents who answered yes



Outcomes Expected by Customers

- ✓ Achieved
- ★ Unexpected outcome
- ⏸ Pending
- ✗ Not achieved

- ✓ Discover patient addresses
- ✓ Discover patient insurance in a timely manner
- ✓ Identify what can be billed to insurance to prevent overbilling

Adoption of Key Functionality

Percentage of interviewed organizations using functionality (n=5)

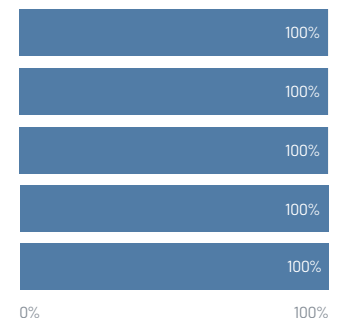
Coverage load service: eInsights' team remotely logs in to EHR to add found coverage, minimizing the FTE resources hospitals must allocate to the solution

Customized reporting protocols: Integration into existing revenue cycle workflows, delivering found coverage pre-bill to reduce coordination of benefits/eligibility denials

Epic unsolicited 271 integration with work queues: Hospital staff can work eInsights' results within the Epic EHR platform

Interactive eiPortal: Highlights primary/secondary coverage and demographic discrepancies between payer/hospital data; sends real-time feedback to eInsights, enabling streamlined billing/invoicing

Reported-coverage accuracy: Delivers an increase in cash recovery while maintaining efficient billing process



Time to See Outcomes

- Immediately
- Within 6 months
- 6–12 months
- Over 12 months
- No outcomes yet



Strengths

Support is timely and easy to work with



"The key strengths of elnsights are that they are very accurate, up front, easy to work with, and nice. They get back to us pretty quickly. . . . If we come across additional problems, they are willing to work with us to overcome those problems. Right now, elnsights is really good." —Manager

Data includes confidence level so customers can make informed decisions



"Accuracy is the vendor's key strength. . . . If the vendor isn't confident in something, they tell us it has a low confidence level and why, so adding it to the account is up to us. . . . They give us details on things that may not match, and they bring all of that to our attention so that we can make educated decisions." —Director

System locates insurance and demographic information



"Eligibility Integrity helps us locate missing insurance and demographic information, and it is absolutely meeting our expectations. Also, elnsights downloads into our system themselves, so we don't have to do that, and that is wonderful. I am very pleased with the product, and it has found a lot of insurances for us that we weren't able to find ourselves. That has helped our bottom line tremendously." —Director

Opportunities

Improved data accuracy and fewer glitches in file transfers



"There are times when the coverage from Eligibility Integrity is not accurate. That doesn't happen in a high volume, so that would just be something that the vendor could probably improve on. There are also times when there are technology issues, like a failure in file transfers or a glitch in the system. There could be some improvement there as well." —Director

More frequent updates



"We have only had one [software] update for Eligibility Integrity in the years we have been on the product, and maybe the vendor has something coming up, but I am not aware of anything new. They should do updates more frequently." —Director

Points to Ponder

What Does a Customer Need to Do to Be Successful with This Solution?

Customers explain

- **Provide elnsights with feedback for better outcomes:** *"Customers should provide as much feedback as they can to elnsights. The more feedback a customer gives the vendor on what they are seeing, what they shouldn't see, or what services they want the vendor to search for, the better the customer's outcome will be." —Manager*
- **Inform elnsights how you will be using Eligibility Integrity:** *"I would tell someone implementing Eligibility Integrity to make sure that the vendor understands the type of business and the type of patients that the customer's demographic has. . . . The vendor is good at finding information, like addresses and insurance, on those kinds of patients." —Director*
- **Communicate programs to be excluded:** *"I would tell the customer to start out by making sure that they are comfortable with what they are asking and what they might exclude from the software licensing program because we had a lot of programs that we didn't want them to delve off in." —Director*

elnsights explains

- Have all stakeholders attend kickoff call
- Disclose current self-pay discovery workflow and existing vendors
- Establish a cadence of weekly calls
- Identify and assign appropriate IT resources early and stay engaged
- Have an engaged executive sponsor and get buy-in from the revenue cycle team

Other Relevant Commentary



"elnsights finds a lot of missing addresses for our patients. We have a patient population that doesn't always provide us with all the information that we need, so the vendor has done a lot with the skip tracing part of the solution to help us find some of our patients that we can't locate, in addition to finding their insurance coverage." —Director



"I have a lot of experience, and I don't say this lightly, but this was one of the better implementations. The vendor really worked with us and was agreeable. When I said I was seeing certain issues and asked for them to be excluded, the vendor did that. They were very responsive in that manner." —Director

elnsights: Company Profile at a Glance

Founder

John Wester

Year founded

2021

Headquarters

Westport, CT

Key competitors

Experian, FinThrive, maxRTE, Medlytix, Nemadji

Number of elnsights Eligibility Integrity customers

18

Number of employees

15

Estimated revenue

\$5M

Funding

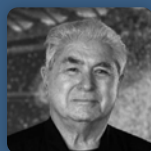
Owner funded

Revenue model

Contingency-fee based on cash recovery or flat-fee model

Target customer

All general acute care hospitals; large ED, anesthesia, and radiology physician practices; FQHCs



Healthcare Executive Interview

John Wester,
CEO

What is your background?

John Wester is the original architect of the eScan insurance discovery application and a named inventor of five patents. He graduated from St. Mary's School of Law and was admitted to the Texas Bar in 1982. He has been in private practice since 1982 with a primary focus on healthcare, securities, corporate, and real estate law. In 2004, Mr. Wester created the concept of searching for Medicaid coverage on self-pay patients across all 50 state Medicaid systems, where each state required administrative approval. He later designed both a Medicare and commercial coverage access model.

Why was elnsights started?

elnsights was created to address the unmet need for true eligibility integrity in healthcare. Eligibility integrity is the process of ensuring all insurance is able to be accurately identified prior to dropping the initial bill. elnsights specializes in helping providers navigate complex payer landscapes, ensuring billable coverages are accurately identified for both fee-for-service and cost report reimbursement. Leveraging deep industry expertise in insurance coverage, regulatory requirements, and billing practices, elnsights was founded to deliver the nation's most comprehensive coverage solution, maximizing cash recoveries and improving financial outcomes for healthcare providers.

What is elnsights' biggest differentiator?

elnsights' technology locates more coverage than any other discovery solution on the market and delivers that coverage anywhere from two days post-discharge up to the billing deadline. elnsights is the industry's first eligibility integrity solution, providing unmatched search capabilities that enhance cash flow and reimbursement. Using advanced EDI querying and demographic correction technology, elnsights reduces COB and eligibility denials. Unlike other solutions, elnsights evaluates all patient accounts, not just self-pay, identifying unknown billable coverage before bill drop. With seamless integration into Epic and other workflows, elnsights helps providers prevent denials, reduce collection costs, and improve their financial performance.

Solution Technical Specifications Information provided by elnsights

Cloud environment

Azure

Development platform

C#, SQL stored procedures

Database environment

SQL Server on Azure VMs

Mobile application environment

N/A

Security platform

HIPAA, HITRUST, CIS 1.3

Confidentiality

BAA, HITRUST

Data encryption

At rest and in transit: Strongest available per HITRUST requirements

Integration approach

We provide data-extraction scripts; customers pull the data and send to our Secure FTP (SFTP) server

HITRUST certification

Yes

AI

No

Report Information

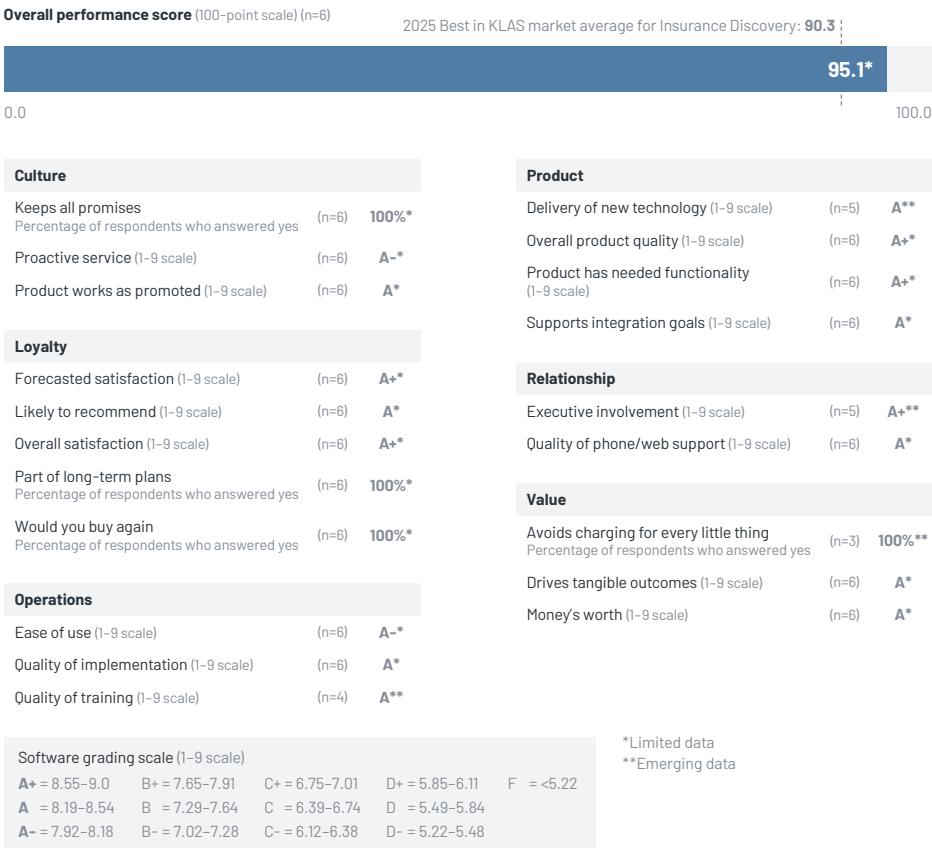
Sample Sizes

Unless otherwise noted, sample sizes displayed throughout this report (e.g., n=6) represent the total number of *unique customer organizations* that responded to a particular question. Some respondents choose not to answer all questions, meaning the sample size may change from question to question.

Sample sizes of 15+ unique organizations are considered fully rated. When the sample size is 6–14, the data is considered limited and marked with an asterisk (*). If the sample size is 3–5, the data is considered emerging and marked with a double asterisk (**); no overall performance score is shown for emerging data. No data of any kind is shown for questions with a sample size of less than 3. Note that data marked as limited or emerging has the potential to change significantly as additional surveys are collected.

Insights Eligibility Integrity Performance Overview

All standard software performance indicators



LEAD AUTHOR
Dustin Cragun
dustin.cragun@KLASresearch.com



CO-AUTHOR
Sidnee Wood
sidnee.wood@KLASresearch.com



Our Mission

Improving the world's healthcare through collaboration, insights, and transparency.

365 S. Garden Grove Lane, Suite 300
Pleasant Grove, UT 84062

Ph: (800) 920-4109

For more information about KLAS, please visit our website:
www.KLASresearch.com

Cover image: © Daniels C/peopleimages.com / Adobe Stock

Reader Responsibility

KLAS data and reports are a compilation of research gathered from websites, healthcare industry reports, interviews with healthcare, payer, and employer organization executives and managers, and interviews with vendor and consultant organizations. Data gathered from these sources includes strong opinions (which should not be interpreted as actual facts) reflecting the emotion of exceptional success and, at times, failure. The information is intended solely as a catalyst for a more meaningful and effective investigation on your organization's part and is not intended, nor should it be used, to replace your organization's due diligence.

KLAS data and reports represent the combined candid opinions of actual people from healthcare, payer, and employer organizations regarding how their vendors, products, and/or services perform against their organization's objectives and expectations. The findings presented are not meant to be conclusive data for an entire client base. Significant variables—including a respondent's role within their organization as well as the organization's type (rural, teaching, specialty, etc.), size, objectives, depth/breadth of software use, software version, and system infrastructure/network—impact opinions and preclude an exact apples-to-apples comparison or a finely tuned statistical analysis.

KLAS makes significant effort to identify all organizations within a vendor's customer base so that KLAS scores are based on a representative random sample. However, since not all vendors share complete customer lists and some customers decline to participate, KLAS cannot claim a random representative sample for each solution. Therefore, while KLAS scores should be interpreted as KLAS' best effort to quantify the customer experience for each solution measured, they may contain both quantifiable and unidentifiable variation.

We encourage our clients, friends, and partners using KLAS research data to take into account these variables as they include KLAS data with their own due diligence. For frequently asked questions about KLAS methodology, please refer to klasresearch.com/faq.

Copyright Infringement Warning

This report and its contents are copyright-protected works and are intended solely for your organization. Any other organization, consultant, investment company, or vendor enabling or obtaining unauthorized access to this report will be liable for all damages associated with copyright infringement, which may include the full price of the report and/or attorney fees. For information regarding your specific obligations, please refer to klasresearch.com/data-use-policy.

Note

Performance scores may change significantly when additional organizations are interviewed, especially when the existing sample size is limited, as in an emerging market with a small number of live clients.