CASE STUDY · PROVIDERS · PATIENT ACCESS & ENGAGEMENT

Recovering $27M in referral revenue by centralizing and tracking referrals.

One of the largest U.S. health systems could not see what happened to a referral once it arrived, and referral work was spread across its facilities. We captured every referral and tracked it from intake to a scheduled appointment, brought the work into one centrally managed operation, and turned previously lost referrals into $27M in recovered revenue.

LATEETUD

HEALTHCARE
MICROSOFT PARTNER · AZURE APP SERVICES · AZURE AI DOCUMENT INTELLIGENCE
CASE STUDY · AUGUST 2026

THE CUSTOMER

National health system. Health systems where nobody can say what their referral-to-encounter conversion rate is until someone assembles the report at month end.

NETWORK

135

hospitals, 30 states

SITES

300+

care sites

SCOPE

Order & referral management

The challenge

- **No visibility.** Leadership could not see what happened to a referral after it arrived.
- **Paper-based intake.** Most referrals came in by fax, keyed and handled by hand.
- **Lost referrals couldn't be measured.** Referrals that never became appointments simply disappeared, with no record of where they went.
- **The revenue loss stayed invisible.** If the referral couldn't be tracked, the lost revenue couldn't be managed.

Referral processing was also fragmented across facilities. Each location had its own intake and follow-up workload, making it difficult to share capacity, maintain a consistent process, or see performance across the operation.

The solution

We captured every referral and tracked it to an appointment.

- Referral arrives, any channel
- Captured and read automatically
- Tracked intake to encounter
- Booked, or worked as an exception

We captured referrals from every channel into one view, structured the information regardless of how it arrived, and tracked each referral from intake through a booked appointment. What had been an untracked handoff now had a status at every step.

OUTCOMES · MEASURED

Figures are the customer's own, for the twelve months to July 2026.

$27M

referral revenue recovered.

$350M+

in referral revenue tracked end to end.

719K

appointments scheduled annually from captured referrals.

WHAT MADE IT WORK

The result holds because every referral remains visible until it reaches an outcome. If it stalls, the operations team can see it and work it rather than discovering the loss later.

That turns referral conversion from something the system estimates after the fact into something it can manage every day.

Centralization also changed how the operation could be managed. Instead of relying on separate location-based processes, the team could monitor incoming work, outstanding referrals, and conversion performance in one place.

START A CONVERSATION

Show us how referrals enter your organization and what happens after they arrive. We will identify where they disappear from view and what better tracking could mean for scheduled appointments and recovered revenue.

Pawan Jadhav
Chief Executive Officer

pawan.jadhav@lateetud.com
lateetud.com · 888-801-3505