Apex.

LATEETUD

HEALTHCARE PROVIDER

MICROSOFT PARTNER · AZURE SERVICES · FABRIC

SOLUTION BRIEF · AUGUST 2026

Outpatient orders, from fax to booked encounter.

Multi-channel referral ingestion, AI document processing, automated insurance verification and pre-authorisation, scheduling and HIPAA-compliant EMR synchronisation, delivered as a custom application on Azure and running in your own tenant.

THE GAP IT FILLS

Your EMR runs the encounter, but it was never built to chase the referral. Between 80% and 90% of outpatient referrals still arrive by fax, and everything that turns one of them into a booked appointment happens outside the EMR entirely. Reading it, keying it, verifying benefits, securing authorisation and calling the patient three times all take place in shared inboxes, spreadsheets and paper call logs, none of which connect back to the chart. That is where referrals go missing, and where conversion quietly settles at a fraction of what it could be. Apex is the layer that closes the gap, and **it feeds your EMR rather than replacing it.**

FOR OPERATIONS

Conversion

the number nobody can see

Every referral is tracked from ingestion through to completed appointment, including the three-call outreach that lives in a spreadsheet today. Live dashboards across every facility replace the reconstruction someone assembles at month end.

FOR FINANCE

Leakage

closed at the source

A referral that falls through the cracks becomes an encounter someone else books. At one national system, more than $350M of annual referral revenue now runs on a single tracked path, and $27M of that was recovered from orders that never used to convert.

FOR THE CIO

No EMR project

alongside, not inside

Synchronisation with market-leading EMRs is HIPAA-compliant and built on the Azure estate you already hold, so there is nothing to rebuild in Epic and no interface programme standing between you and value.

REFERRAL TO BOOKED ENCOUNTER · ONE TRACKED PATH

Every referral is accounted for, including the ones that never convert.

INTAKE

Ingest

EMR, fax, email and file drop captured into a single queue.

Extract

Document processing trained on more than 1,800 order template variants reads the patient and order detail.

Verify

Insurance verification runs against the payer without a phone call.

Authorise

Pre-authorisation raised and tracked through to a decision.

Schedule

Business rules place the appointment; each outreach attempt is logged.

CLOSED LOOP

Sync & measure

HIPAA-compliant write-back to the EMR. Conversion visible live, by facility.

Proven at scale

DEPLOYED · NATIONAL HEALTH SYSTEM

135 hospitals across 30 states, together with more than 300 additional sites of care. **719,076 outpatient CPTs were scheduled in twelve months** across 75+ facilities, carrying more than $350M of referral revenue on one tracked path, of which $27M was recovered from orders that previously never converted.

ENGINE · TRAINED, NOT RULE-WRITTEN

The document processor is trained on more than 1,800 order template variants, which means **a new referral format becomes a training example rather than a change request.**

Where it runs

Azure App Services · Azure AI Document Intelligence · Azure SQL · Microsoft Fabric · Power BI · Entra ID · HIPAA-compliant EMR interfaces · e-fax

PHASE ONE

Ingestion and document processing against your current referral mix and template spread.

PHASE TWO

Verification, pre-authorisation and scheduling under one set of business rules across facilities.

NEXT

The proposed Wellness phase adds proactive patient outreach and education, moving the platform from processing into engagement.

Sound familiar?

- “ Eighty percent of our referrals still come in on a fax machine.
- “ We don't know our conversion rate until someone builds the report.
- “ The three-call outreach lives in a spreadsheet, and only sometimes.
- “ Every facility does intake slightly differently.
- “ We can't tell which referrals never became appointments.
- “ Our schedulers spend the day moving paper instead of talking to patients.

DELIVERY MODEL

Apex is **a custom application on the Microsoft stack rather than licensed software.** Lateetud delivers it as an engagement, deployed into your own Azure tenant. The ingestion pipeline, document models, verification connectors, scheduling rules engine and Fabric reporting layer all carry forward, which is what makes delivery fast, but every implementation is still a build against your referral mix, your payers and your EMR.

Apex feeds the EMR and is not a second system of record. Patient and order data flows back through a HIPAA-compliant interface, and the appointment lives where it always did. Extraction is confidence-scored, so the model proposes, validation rules decide, and anything falling below the threshold goes to a person before it ever reaches the chart.

START A CONVERSATION

A 45-minute walkthrough against a sample of your own referral templates.

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