

Exact Sciences × ZYNC

Nationwide Payor Portal Access Simplified with ZKeep

Customer Overview

Exact Sciences is a leading cancer diagnostics company supporting a nationwide patient and provider network. With over 500 users requiring daily access to hundreds of payor portals across the U.S., managing credentials at scale had become a significant operational burden.

The Challenge

Managing national payor portal access at the scale required by Exact Sciences created compounding inefficiencies and introduced serious compliance risks across the organization:

- Hundreds of portals and thousands of credentials had become unmanageable without a centralized system.
- A minimum of two full-time administrators were required solely for account registration, credential resets, and account unlocks.
- Revoking access for departing employees was slow and inconsistent, creating tangible HIPAA compliance exposure.
- Onboarding new employees and outsourced team members was a lengthy, manual process with no standardized workflow.
- No visibility into portal usage or user activity meant that audit readiness was virtually impossible.

Why This Matters: The Hidden Cost of Portal Sprawl

For a high-volume diagnostics organization like Exact Sciences, payor portal inefficiency is not a minor inconvenience—it is a direct drag on revenue cycle throughput. Every minute spent on credential recovery, manual MFA handling, or offboarding a former employee is a minute not spent on claim follow-up, authorization management, or denial resolution. Centralizing portal access through ZKeep converts administrative overhead into recoverable capacity.

The Solution: ZKeep by ZYNC

Exact Sciences partnered with ZYNC to deploy ZKeep—a centralized platform purpose-built to streamline payor portal access, secure credentials at scale, and provide full administrative control across a distributed workforce. Deployment was rapid, with day-one provisioning enabling immediate productivity gains.

Core Capabilities Delivered

Capability	What It Delivers for Exact Sciences
Centralized Access	A single Chrome/Edge browser extension provides access to all payor portals nationwide—eliminating the need to manage individual logins across hundreds of payor sites.
Security & Compliance	One-click access revocation, AES-encrypted credential storage, and comprehensive audit logs eliminate HIPAA exposure from lingering access or untracked activity.
Role-Based Profiles	Customizable portal tile sets based on user role ensure each team member sees only what is relevant to their function—reducing confusion and limiting unnecessary access.
MFA Automation	Automatic handling of SMS, email, and authenticator-based multi-factor authentication codes eliminates manual delays and reduces friction.
Day-One Onboarding	Instant provisioning for new hires and outsourced teams removes the traditional onboarding bottleneck—users are productive from their first day.
Admin Automation	Automated user registration, credential resets, and cleanup of stale accounts reduces administrative labor and removes the risk of unnecessary portal access.

Results

Following deployment of ZKeep, Exact Sciences achieved measurable operational improvements across workforce efficiency, compliance posture, and administrative overhead:

- ✓ Up to 70% reduction in payor portal administrative workload—freeing staff capacity for higher-value revenue cycle activities.
- ✓ Streamlined MFA and credential management across 500+ users, eliminating manual authentication delays at scale.
- ✓ Nationwide payor portal coverage consolidated through a single, secure, auditable platform.
- ✓ Full visibility and auditability of portal activity down to the second—supporting audit readiness and compliance documentation.

“ZKeep has been amazing for us operationally. The platform more than pays for itself, and I honestly wish we had found ZYNC sooner.”

— Cole Elmer, Sr. Director RCM Operations, Exact Sciences

Business Impact Summary

By deploying ZKeep, Exact Sciences eliminated the structural inefficiencies that had been embedded in their payor portal workflows for years. Administrative overhead was reduced dramatically, compliance risk was neutralized through centralized access controls and audit logging, and the workforce was empowered to redirect time toward patient-facing revenue cycle work.

For a nationwide diagnostics organization processing high volumes of claims and authorizations daily, the compounding impact of portal efficiency improvements translates directly to faster revenue recognition, reduced write-offs, and a more resilient operational foundation.

ZYNC's ZKeep platform delivered immediate, measurable ROI—and positioned Exact Sciences for scalable growth without proportional administrative overhead.