ZYNC

Intelligent gateway for secure payor-portal automation

AdventHealth Transforms Payor Access Management with ZYNC

Reducing Payor Portal Administrative Burden by 70%+
While Strengthening Access Control and Security

Client Overview

AdventHealth is a leading healthcare system serving communities across multiple states with a sophisticated revenue cycle operation. At AdventHealth, our mission of Extending the Healing Ministry of Christ guides everything we do. It calls us to be His hands and feet in helping people feel whole and this means caring for you as a whole person, not just treating illness, but supporting your physical, emotional and spiritual well-being at every step of your journey.

More than 100,000 skilled and compassionate caregivers in physician practices, hospitals, outpatient clinics, skilled nursing facilities, home health agencies and hospice centers provide individualized, wholistic care.

Our Christian mission, shared vision, common values and focus on whole-person health is our commitment to making communities healthier with a unified system: with more than 50 hospital campuses and hundreds of care sites in diverse markets throughout nine states.

With 4,700+ ZKeep users managing daily access to hundreds of payor portals nationwide, the organization required a scalable solution to streamline portal administration while enabling third-party vendors to deliver specialized RCM follow-up work, automation services, and AI-powered analytics. The scale and complexity of AdventHealth's operations demanded a platform capable of supporting both internal teams and external vendor partnerships without creating additional administrative overhead or compliance risk.

The Challenge: Managing Portal Access at Enterprise Scale

Managing payor portal access for 4,700+ users while coordinating third-party vendor activities created compounding operational inefficiencies and introduced serious compliance risks. Administrative teams dedicated 70-80% of their time to repetitive portal management tasks including new user registration, credential resets, and access revocation. The organization lacked centralized visibility into user access patterns, login frequency, and session duration - creating a critical compliance blind spot. Third-party vendors performing RCM follow-up work, automation implementation, and AI analytics required secure portal access, but the manual provisioning process was slow and created audit trail gaps. Access revocation for departing employees and vendor staff was inconsistent, creating tangible HIPAA compliance exposure. Onboarding new employees and external vendor team members required lengthy manual processes with no standardized workflow, delaying productivity and revenue cycle performance.

Administrative Burden Transformation

The transition to ZYNC's automated platform, ZKeep, dramatically reduced the administrative burden. Before implementing ZKeep, portal management consumed 70-80% of administrative team capacity. Following deployment of ZKeep, this burden was reduced by an equivalent 70-80%, freeing teams to focus on higher-value revenue cycle activities.

Compliance and Visibility Gap Analysis

Visibility Metric	Current State	With ZYNC
User Access Tracking	No centralized visibility	100% tracked
Login Frequency Monitoring	Not tracked	Real-time monitoring
Vendor Portal Access Auditing	Incomplete audit trails	Full audit trail for portal access
Access Revocation Process	Inconsistent (HIPAA exposure)	Automated and consistant

The Solution: ZKeep Platform Core Capabilities

AdventHealth partnered with ZYNC to deploy ZKeep,a centralized platform designed to streamline payor portal access, secure credentials at scale, and provide full administrative control across internal teams and third-party vendors. ZKeep delivered immediate productivity gains through day-one provisioning and automated workflows. ZKeep's architecture enabled AdventHealth to extend secure portal access to third-party vendors performing specialized RCM follow-up work, implementing automation workflows, and deploying AI-powered analytics - all while maintaining centralized visibility and audit controls. The browser-based Chrome or Edge extension provided seamless single sign on access to "Org.-based" payor websites in addition to credential management for "User-based" payer websites, eliminating the complexity of managing individual logins across hundreds of sites.

Capability	What it delivers for AdventHealth
Centralized Access	Single browser extension for all payor portals
Security & Compliance	One-click revocation, AES encryption, audit logs and SSO integration to the ZKeep Browser Ext.
Role-Based Profiles	Customizable portal access by user function
MFA Automation	Automatic handling of authentication codes
Day-One Onboarding	Day-One Access provisioning for new hires and vendors
Admin Automation	Automated registration and credential management

Enabling Third-Party Vendor Excellence

ZKeep transformed how AdventHealth collaborates with third-party vendors across the following three critical operational areas.

1. RCM follow-up work, vendors gained immediate Org.-based secure access to required payor portals with complete audit trails, enabling faster claim resolution, Authorization approvals, Claim Statusing/resolution and denial management without creating compliance gaps.
2. Automation vendors implementing workflow optimization and process improvements received role-based portal access profiles configured to their specific implementation needs, accelerating deployment timelines while maintaining security controls.
3. AI analytics vendors analyzing revenue cycle patterns and identifying optimization opportunities accessed portal data through fully auditable sessions tracked down to the second, providing AdventHealth with unprecedented visibility access auditing to vendor activity and data usage.

This vendor enablement model allowed AdventHealth to leverage specialized external expertise giving users a one-stop shop vs in the past they had to connect with multiple admins to obtain access to various portals, while maintaining centralized governance, security, and compliance oversight previously impossible with manual portal management.

Key Vendor Enablement Capabilities

Operational Area	Capability	Business Impact
RCM Follow-Up Work	Immediate secure access for the majority of the payor portals with complete audit trails	Faster claim resolution and denial management without compliance gaps
Automation Implementation	Role-based portal access profiles by Teams	Accelerated deployment timelines with maintained security controls
AI Analytics	Fully auditable sessions tracked to the second	Unprecedented visibility into vendor's portal access and login success

This comprehensive vendor enablement approach represents a fundamental shift from traditional manual portal management, where third-party access was limited, time-consuming to provision, and difficult to monitor. By providing specialized vendors with secure, auditable, and role-appropriate access to the systems they need, AdventHealth unlocked the full value of external partnerships while maintaining the stringent governance and compliance requirements essential in healthcare revenue cycle operations.

Results: Measurable Operational Transformation

Following ZKeep deployment, AdventHealth achieved measurable operational improvements across workforce efficiency, compliance posture, and administrative overhead. The platform reduced payor portal administrative workload by 70-80%, freeing staff capacity for higher-value revenue cycle activities that directly impact claim resolution speed and denial prevention.

With ZYNC's Admin as a Service (AaaS) – Advent's Administrative teams no longer needed to register new users, manage credential resets, or revoke access for payor portals, redirecting effort from repetitive tasks to strategic revenue cycle optimization. Streamlined MFA and credential management across 4,700+ users eliminated manual authentication delays at enterprise scale.

The organization gained 100% visibility and auditability of portal login activity with tracking down to the second. While ZYNC does not track in-portal activity, we now have tracking to support audit readiness and compliance documentation requirements. Third-party vendor activity became fully transparent with comprehensive audit trails, eliminating the compliance blind spot that previously created HIPAA exposure risk.

> "Partnering with ZYNC has enabled us to achieve our internal Service Standards which include ***Make It Easy*** (we see that ZKeep makes it easier for our staff) and ***Keep Me Safe*** (the security features it brings).
>
> — Lynn McCullough, RHIA, CRCR,
> Director Revenue Cycle Business Support

ZYNC Admin as a Service: Elite Support for Complex Operations

AdventHealth is among a select group of ZYNC clients nationwide utilizing the exclusive Admin as a Service (AaaS) offering - a premium support model designed for healthcare systems with complex multi-vendor environments and high-volume portal management needs. Through AaaS, ZYNC directly manages AdventHealth's inbound support tickets, receiving and resolving 60-100 tickets per day related to portal access, credential management, vendor provisioning, and workflow optimization. This service extends beyond standard platform support to provide dedicated administrative expertise that understands AdventHealth's specific operational workflows, third-party vendor requirements, and compliance standards.

The AaaS model allows AdventHealth's internal teams to focus entirely on strategic revenue cycle initiatives while ZYNC handles the operational complexity of managing 4,700+ users and coordinating vendor access across hundreds of payor portals. This partnership approach delivers the operational efficiency benefits of ZKeep platform automation combined with human expertise for edge cases, custom configurations, and rapid issue resolution that complex healthcare environments demand.