Candid Health | Bridge

Bridge + Candid: Bridge cuts net denials by more than half with flexible RCM infrastructure

Building the future of insurance billing

Bridge is an insurance platform built to power the infrastructure behind telehealth, believing that providers shouldn't have to be billing experts to get paid. Bridge's co-founder and CEO, Keaton Bedell, explained that they've built "Stripe for health insurance," letting providers tap into their platform for insurance coverage necessary to grow – like credentialing, eligibility checks, claims submission, and remit posting – while staying focused on care delivery.

Bridge developed a highly flexible and effective tech stack that could easily integrate with other solutions. They required equally sophisticated RCM infrastructure to power their billing capabilities.

"We needed a billing solution that could grow with us and provide a pulse on each partner's performance. We didn't just want a vendor, we wanted a partner in building a scalable product and business model. We knew Candid could be that for us."

Keaton Bedell
Co-Founder + CEO
BRIDGE

Bedell notes that scalable processes and infrastructure were instrumental to catalyze growth as claim volume skyrocketed 20x in 2025.[1] Bridge's partner agreements include tight payout terms, making it critical for Bridge to track RCM performance in real time and with significant granularity by partner to keep their commitments. The ability to slice data and apply unique rules for specific partners was key – but these are capabilities that rigid legacy systems often lack.

When considering the right solution for scalable billing, the team knew they needed a flexible, tech-forward platform that could provide sophisticated insights and predictive analysis to drive performance for their partners.

Unlocking scalability through visibility

The Bridge team immediately thought of Candid to match their needs as a rapidly scaling, highly technical organization. Bridge chose Candid for its:

- Enterprise-grade RCM platform and technology
- Flexible, customizable automation
- Granular data access and reporting
- Collaborative approach to partnership

Megan Struxness, Bridge's Head of RCM, had over a decade of experience building high-performance revenue cycle departments, and realized Candid could solve problems that many billing solutions couldn't.

Reflecting on her experience bringing in Candid, she shared, "right from the start, I saw that Candid could help us unlock a new level of scalability and visibility that simply isn't possible with most RCM platforms."

"The Candid team really opened our eyes, both to our customers' performance and to the possibilities of scaling our business with customizable, flexible billing infrastructure."

MEGAN STRUXNESS
Head of RCM
BRIDGE

1. *All insurance-billable claims, total Bridge claim volume by DOS in 2024 vs. 2025*

As Bridge added new clients and contracts, Candid provided deep, actionable insights on partner performance. Bridge's team used both flexible in-platform reporting and API-based data extracts to drill into RCM outcomes by partner, helping them track performance.

Denial reduction was a major focus in tapping into these reporting capabilities. The Bridge team became highly effective at managing denials, using increased visibility from Candid's data and reporting tools to identify root causes and prevent common drivers of denials by implementing upstream automation.

"Candid's reporting allowed us to focus on denial trends at scale, directly contributing to an improvement in net denial rates from 6% to 2.5% within 6 months."[2]
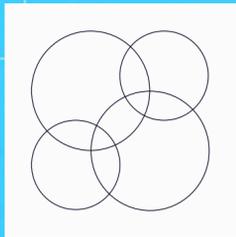
MEGAN STRUXNESS
Head of RCM
BRIDGE

○ Net denial rate

|	6%		2.5%
	April 2025		Sept 2025
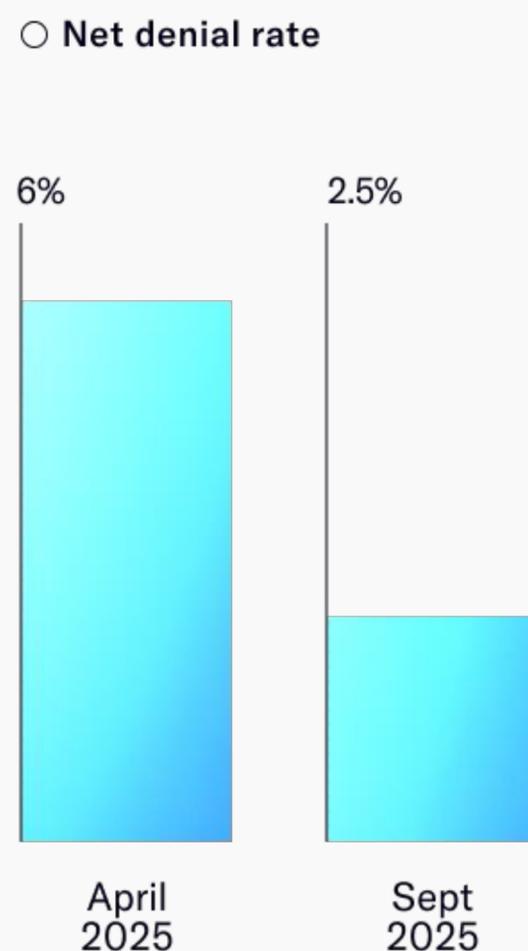
This improvement in denials supported the overall financial health of the RCM program, demonstrated by increased top-line KPIs like first-pass resolution rate and overall payer net collection rate.

Benefits

Flexible Infrastructure

Candid's flexible infrastructure supported Bridge throughout its expansion across all 50 states[3] and 50+ specialties.[4] For example, Candid's extensible APIs let Bridge update data pipelines and extract partner-specific data in new ways as their organization evolved, while minimizing burden on engineering resources.
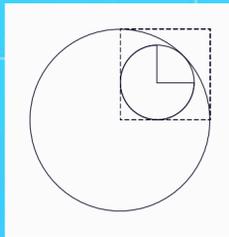
Data-Driven Visibility

Bridge used Candid's data exports and real-time Candid Data Share (CDS) tools to drive sophisticated analytics that let them monitor performance at a granular level while operating at scale.
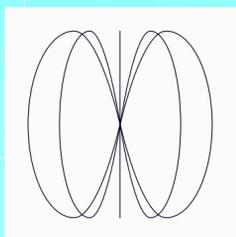
Customizable Automation

Candid's rules engine allowed Bridge to write custom rules that apply across client and payer contracts. This helped their team scale to offer access to over 500 payer contracts,[3] without manually re-building the same rules as they grow.
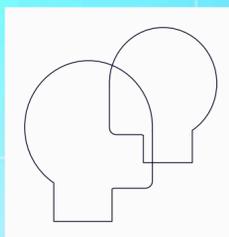
Strategic Partnership

Bridge recognized Candid not as a standard vendor, but as a trusted partner committed to strategic problem-solving. When unexpected challenges arose, the teams worked together to rapidly iterate and find impactful solutions – like targeted rules to replace repetitive, manual edits.

○ STRATEGIC PARTNERSHIP

Struxness attributed the success of her team's collaboration with Candid to a shared culture of strategic problem-solving: **prioritizing clear problem statements and root cause analysis before jumping to solutions**. Because Bridge and Candid both operated with this same rigor, the two organizations could efficiently tackle complex billing challenges with a unified, first principles approach.

Delivering unmatched outcomes at scale

Since partnering with Candid, Bridge successfully scaled its operations from the ground up to support more than 1,500 providers[5] – all while driving down denials, exceeding first-pass resolution rate targets, and achieving excellent payer net collection rates. The Bridge team's commitment to continuous improvement and operational excellence sets a high bar in the industry.

With so much change happening in healthcare and tech-enabled care delivery, Struxness was reassured to have a partner like Candid as Bridge continues to scale.

"Bridge navigated a lot of complexity in the industry and in our business while delivering unmatched outcomes. It wouldn't have been possible without Candid. There's still so much growth ahead, and I feel better knowing we can rely on Candid as we continue to evolve," Struxness concluded.

5. Provided by Bridge team
6. Percentage of collectible revenue a provider actually receives from payers. Dates of service October - December 2025
7. Percentage of claims paid on first submission attempt. Dates of service October - December 2025
8. Rate of finalized-denied claims as of September 2025. Includes claims with date of service between Sept. 2024 and August 2025

97.7%

Payer net collection rate[6]

91.5%

First pass resolution rate[7]

2.5%

Net denial rate as of September 2025[8]

To learn more and
request a demo visit
candidhealth.com

⊙ Candid Health

Candid Health aims to simplify medical billing,
allowing providers to focus on delivering quality care.
Trusted by more than 200 leading healthcare
organizations, Candid's autonomous revenue cycle
platform leverages advanced automation to
decrease the cost to collect and increase net
collection rates. The company is backed by Oak HC/
FT, 8VC, First Round Capital, and Y Combinator.