

○ CASE STUDY

Tia + Candid: Scaling women's healthcare with smarter revenue cycle management

A fast-growing care model outpacing its billing infrastructure

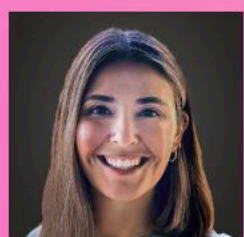
Redefining women's health through an integrated model, Tia takes a mission-driven approach that merges primary care, gynecology, mental health, and wellness into one cohesive experience for their members. Operating across multiple markets and with expansive growth plans, Tia relentlessly prioritizes delivering a best-in-class patient experience. As Tia entered into a rapid scaling mode and the complexity of its billing needs expanded, Tia sought a billing partner that could support these needs.

In addition, as a data-driven organization, Tia required real-time insights to inform decisions. Their former billing tool fell short, offering limited visibility and reporting. Tia was looking for a modern partner that could match their speed,

scale, and standards—one that incumbents simply couldn't match.

“Candid stood out to us as a partner with a shared vision for reducing the administrative burden of billing, and that would be flexible and modular enough for us to build together to achieve our goals,” according to **Ari Saft, Tia's VP of Product**. “What's special about our partnership with Candid is that our objectives are aligned—we both want each other to win. We share cultural values and have made organizational investments that prioritize building technology to automate historically burdensome administrative tasks of healthcare.”

“What's special and unique about our partnership with Candid is that our objectives are aligned—we both want each other to win.”



Ari Saft
VP of Product
TIA



THE SOLUTION

A future-proofed revenue cycle built to scale

Tia chose Candid as its revenue cycle partner with the idea that Candid would adapt with Tia's business as they grew and evolve their product and offering. Candid's flexibility and API-enabled infrastructure allowed Tia to connect proprietary systems, third-party vendors, and health system partners. Tia and Candid have since continued to invest and build together, scaling an increasingly automated billing experience that reduces manual effort and maximizes patient experience.

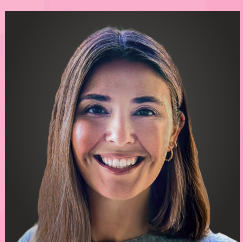
Most recently, Candid and Tia partnered to design and deliver an automated billing system for patients that allows them to pay only a specified amount each month, internally named "Predictable Payments."

The Predictable Payments program is a flexible solution enabling patients to pay recurring bills for Tia's services in a consistent and manageable way, powered by Stripe for streamlined transactions. Candid provides payment tracking that reconciles easily with Tia's banks and payment systems, ensuring payments post correctly.

When patients can predict with some level of certainty what they will be required to pay for services on a monthly basis, it increases their overall satisfaction and brand affinity. "This was extremely impactful for our patients," said **Cate Daczyk, Tia's Director of Patient Billing**. "We're a big believer in transparency in the insurance and billing process and helping members understand costs upfront. Candid has enabled us to do that with their platform."

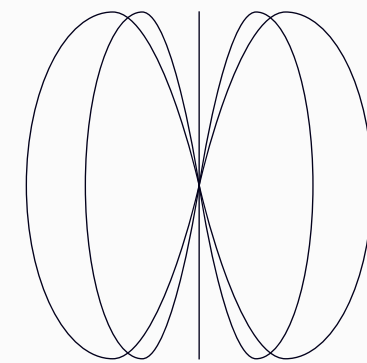
Image source: asktia.com

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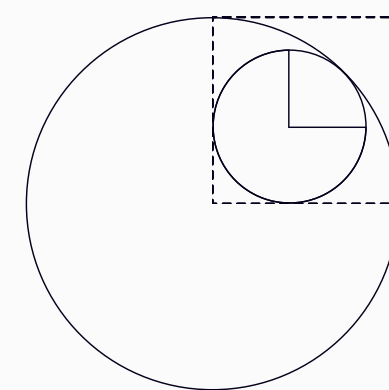
Ari Saft
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In addition to Predictable Payments, Tia has also taken advantage of other core features in the Candid platform that drive increased automation and real-time visibility into trends to reduce manual work, including:



Configurable Rules

Significant time-saving via pre- and post-submission rules that enabled automation of manual workflows, including payer routing, setting telehealth modifiers by payer, and checking contracting & credentialing status – saving their team hundreds of hours annually.



Real-Time Reporting

Dynamic dashboards and tailored analytics empowered Tia’s team to act on data and refine operations continuously. “The insights we get from the platform are critical to our ability to improve our program and evolve as our operations expand,” said Saft. “Candid didn’t just provide software—they embedded a flexible, forward-looking revenue engine into our operating model.”

THE RESULTS

Measurable impact, unmatched flexibility

Tia unlocked major performance gains with
Candid:

Even as Tia 5x'd its business, it simultaneously
drove down admin burden, allowing the company
to run even faster at growth.

The Predictable Payments program has boosted
patient engagement and is driving higher
satisfaction. "By having this revenue cycle that is
connected in real-time, we're able to provide
differentiated experiences to our patients," said
Saft. "Candid partnered with us to implement our
'Predictable Payments' feature, which has resulted
in an uptick in patient satisfaction, and patients
are engaging more readily because we've lowered
the barrier to entry."

Behind the scenes, Candid supports direct
integrations with various health system partners,
providing secure, flexible infrastructure that
enables Tia to achieve their growth goals. The
Candid platform also integrates with all of Tia's
clinical and administrative systems, ensuring data
integrity, visibility, and scalability.

"Candid Health enables us to achieve impressive
RCM outcomes without having to build it
ourselves," said Saft. "Their technology and
service are true differentiators. We want to focus
on providing quality care to our members, not the
complexity and friction associated with getting
paid—that's why we partner with Candid."

1. Percentage of collectible revenue a provider actually receives from payors.

2. Percentage of claims submitted without human intervention.

3. Percentage of claims paid on first submission attempt.

>95%

payer net collection rate¹

>90%

pre-submission touchless
claim rate (TCR)²

>90%

first pass resolution rate³

<20 days to payment

from date of service
(on average)



Ready to modernize your
revenue cycle? Request a
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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.