

The ARKA ROI narrative

The plain-English money story for a mid-sized system — conservative, sourced, and forwardable. Run your own numbers at getarka.health/roi.

THE THESIS

Imaging denials are a **preventable write-off**, not a cost of doing business. Because ARKA documents medical necessity at the moment the order is placed, would-be denials convert to clean pays — before the claim ever leaves the building. Here is the money, conservatively.

THE FIVE VALUE LEVERS

Lever	How ARKA moves it	Anchor stat
1. Denial recovery	Clean documentation at point of order converts would-be denials to clean pays.	Advanced-imaging denials 25–40%
2. Rework labor avoided	Fewer denials means fewer appeals to staff — and most are never worked.	~65% never reworked; \$25–\$118/claim
3. Throughput defense	Faster approvals shorten the backlog on your highest-margin line.	Imaging = top-margin service line
4. Admin redirected	35–40% of orders auto-clear and never enter a review queue.	35–40% auto-clear
5. Compliance risk	Specific-denial-reason + 2027 FHIR APIs handled by design.	CMS-0057-F 2026/2027

WORKED EXAMPLE — mid-sized system (modeled)

Assumption / result	Value
Advanced-imaging orders / year	20,000
Prior-auth denial rate (blended)	20%
Blended value-at-risk per order	~\$1,180
Annual value-at-risk	~\$4.7M
Modeled recovery with ARKA (share of avoidable denials)	~\$3.5M / yr
Throughput defense (backlog on top-margin line)	~\$0.5M / yr
Payback period	< 6 months
Pricing model	OpEx — per-order / PMPM, no CapEx

Modeled — your inputs will differ. Every figure traces to public sources (Johns Hopkins imaging pricing; Kodiak 2024 denials; MGMA rework cost; Counterforce Health imaging-denial rates). ARKA sits **upstream** of your RCM vendor and does not replace it.

HOW WE MEASURE IT WITH YOU

Success is a shared scorecard reviewed at pilot checkpoints — imaging denial rate, first-pass clean-claim rate, recovered revenue, auto-clear rate, and clinician clicks added (target: zero). Full KPI framework at getarka.health/outcomes.

Run your own numbers: getarka.health/roi · **Book a CFO walkthrough:** arrihantk@getarka.health