

A man in a white shirt and glasses is pointing his right index finger towards a digital network overlay. The overlay consists of a complex web of white lines connecting various nodes, with a bright light emanating from the point where his finger touches the network. The background is a blurred image of the man's face and upper body.

KLAS Spotlight

# Databound

SETTING A HIGH BAR IN RPA

# SPOTLIGHT



Separating fact from fiction in emerging technologies



## Why This Spotlight? (KLAS explains)

Healthcare organizations are increasingly looking to robotic process automation (RPA) solutions to automate and execute billing and claims processing. This spotlight is an early look at the outcomes and satisfaction of Databound customers.

## What Does Databound Do? (A customer explains)

*"It can do so much. The system can automate charge entry scripts. We can take and manipulate external reports and post charges to our billing system. We have ugly reports coming out of some systems that Databound's system reads and identifies what needs to be posted or changed. The system can check bad transactions and post the right transactions. The system spits out emails and is just amazing. The system saves manual effort. For one script, in particular, it used to take people four hours to accomplish the task. Now, that script is done in a matter of minutes."* —Lead financial analyst

## Bottom Line

Databound customers report some of the highest satisfaction levels of any vendor customer base KLAS measures. This satisfaction is driven by the value clients see in the EMUE product. Some respondents say that certain EMR solutions do not play well with EMUE.

## Key Competitors

Automation Anywhere, Boston Software Systems, Olive, UiPath

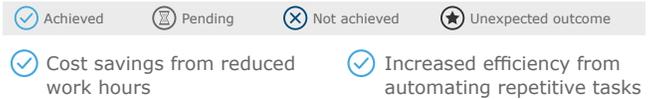
## Number of Customers Interviewed by KLAS

Data in this report comes from two samples: (1) 9 individuals from 8 unique organizations completed a spotlight questionnaire (out of 68 organizations submitted by Databound); (2) 26 individuals at 21 organizations completed KLAS' standard performance evaluation.

## Makeup of Interviewed Customers

Ambulatory clinics, hospitals, and health systems of varying sizes

## Outcomes Expected by Customers



## Databound Customer Experience: An Initial Look

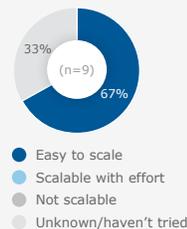
### Overall Customer Satisfaction



### Time to See Outcomes



### Scalability



### Databound Performance in Key Areas (1-9 scale)



**Of 25 respondents, 100% would buy again.**

## Strengths

- High-value product drives high satisfaction
- Clients see tangible outcomes
- Databound seen as a partner



*"Databound is hands down the best vendor that I have worked with in terms of customer service. They respond to service requests within an hour of us putting in the requests. If we don't hear back from them until the next day, we will get a long apology email from Databound. If our main point of contact can't help us for whatever reason, they will go right to the development team. The leadership of the company gets on the phone with us during meetings. Databound is really great to work with."* —BI manager

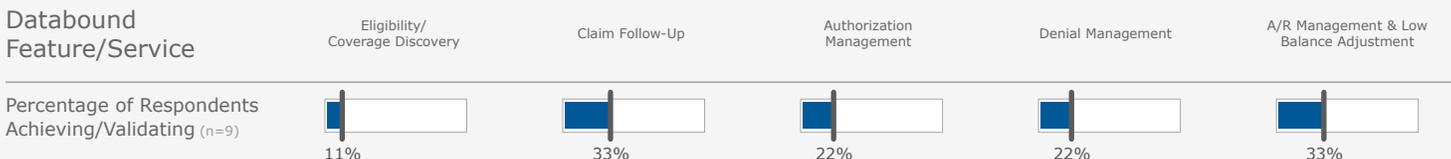
## Challenges

- Certain enterprise EMR solutions do not work with the system
- Programming experience is helpful to really optimize the system



*"The system works pretty well, but there are some hurdles with it. The one downfall is that Databound promotes the system as being usable by people who aren't programmers. To a certain degree, that is true, but I have a programming background, and when I came in, the scripts required manual intervention more frequently than we wanted because someone hadn't written the scripts with the thought of trying to catch things. If there is an error, we need to be able to catch it, handle it, log exceptions, and do things like that."* —Analyst

## Customer-Validated Features & Services



# SPOTLIGHT

## Databound: Company Profile at a Glance

**Founders:** Paul Martin

**Number of Customers:** 85 live, 7 under contract

**Funding:** Self-funded

**Year Founded:** 1999

**Number of Employees:** 21

**Headquarters:** Ithaca, NY

**Target Customer:** Typically hospitals with 50+ beds, often Cerner revenue cycle clients

**Revenue Model:** Clients pay to license each automation machine (bot) based on the capacity needed to automate the desired work.

## Databound: Healthcare Executive Interview

**Paul Martin, CEO**



### What is your background?

I started Databound in 1999 as the original programmer and creator of EMUE. Like many entrepreneurs, I wore several hats, including sales, support, and client success. As we grew, we helped many clients on Siemens Medical System terminal applications to automate integration, reporting, work-listing, and dozens of other use cases. As a result of that client interaction and attending many user groups, we've gotten to know the revenue cycle community really well. As Databound continues to grow, my focus has shifted to providing strategic and technical guidance and ensuring that we continue to provide outstanding client value.

### Why was Databound started?

We saw a valuable need to help healthcare professionals improve their work through technology, which is why we specialize in the healthcare revenue cycle. This is where Databound provides the most value and has been our driving force since early mainframe days, propelling our clients and us forward with RPA today. Our laser-focus on creating and leveraging innovative technology specific to healthcare's unique needs ensures that we deliver the value we promise. We don't hype. We don't over-sell. We simply provide value through innovation.

### What is Databound's greatest differentiator?

We leverage 20 years' experience using RPA for revenue cycle to cut through the noise to create real value with meaningful results. By combining customer service and technology, we deliver RPA results that clients love. Databound has gained significant industry experience as the only RPA partner to have implemented over 100 use cases benefiting nearly 400 hospitals. Our continued dedication to healthcare has made Databound a trustworthy leader in our field. As a result, we have obtained 97% client retention and unmatched customer satisfaction with a Net Promoter Score of +81. This reflection of shared success is what truly makes Databound different.

## KLAS' Points to Ponder



### Mike Davis

HCIT market research and analysis expert with 40+ years of experience

**The Positives:** Databound provides a proven RPA solution for improving revenue cycle management (RCM) functions. Tasks that require the financial staff to acquire needed data from multiple sources are managed by bots that significantly reduce labor effort. Databound provides a quick ROI by automating eligibility, claim follow-up, service authorizations, denials, and account management processes with scripts that aggregate data from disparate systems. System support and training are highly regarded by customers.

Organizations should consider the following:

### The Solution's Long-Term Viability in Healthcare

RPA solutions provide an effective way for healthcare organizations to improve their RCM efficiency and relieve skilled financial staff from tedious work tasks, freeing staff to be trained on new reimbursement functions and workflows as healthcare transitions to fee-for-value reimbursement models. Many organizations have RCM environments that are comprised of disparate systems and vendors. These organizations are good candidates for RPA implementations. Databound has a proven solution that will enable healthcare organizations to more efficiently and effectively manage a bifurcated reimbursement world.

### Impacts and Tradeoffs of the Underlying Technology

Databound uses a predominantly Microsoft architecture. Cloud services are Azure, application development is conducted on .NET, and the database is SQL Server. Mobile applications are browser based and not developed in native services (e.g., Swift/iOS, Flutter/Android). The security platform is based on Azure certifications—NIST, ISO, and SOC. Data at rest is encrypted in AES-256, and data in transit is encrypted with SSL with 2048 bit certificates. Integration and data-acquisition services are created with HL7, FHIR, SOAP, RESTful APIs, ODBC, and OLEDB. HIPAA is accommodated with BAA agreements.

### RPA Programming Skills

RPA solutions that provide a library of proven scripts used with industry-leading RCM products will provide a good platform for driving ROI by automating common labor-intensive workflow tasks. The ability to use RPA solutions to support sophisticated workflow tasks may require programming skills to modify or create new scripts. When evaluating RPA solutions, organizations should identify the scripting language used and the availability of organizational personnel with skill sets to support the development of more sophisticated scripts. Sophisticated scripts are likely to drive higher ROI outcomes.

### Legacy Applications and Bot Challenges

A significant number of RCM legacy applications remain viable in the industry. Creating data capture/exchange services with these environments can be challenging. The higher the number of RCM supporting applications that must be available to the bot to perform its scripted functions, the higher the internal support overhead. Bots will need to be evaluated whenever a legacy RCM application is updated and, in many cases, will need modifications to perform as intended. Even with additional support overhead, the RPA solutions are likely to provide significant labor reductions.

# REPORT INFORMATION

## Reader Responsibility

KLAS data and reports are a compilation of research gathered from websites, healthcare industry reports, interviews with healthcare organization executives and managers, and interviews with vendor and consultant organizations. Data gathered from these sources includes strong opinions (which should not be interpreted as actual facts) reflecting the emotion of exceptional success and, at times, failure. The information is intended solely as a catalyst for a more meaningful and effective investigation on your organization's part and is not intended, nor should it be used, to replace your organization's due diligence.

KLAS data and reports represent the combined opinions of actual people from healthcare organizations regarding how their vendors, products, and/or services perform against their organization's objectives and expectations. KLAS findings are a unique compilation of candid opinions and are real measurements representing the feedback of interviewed individuals. The findings presented are not meant to be conclusive data for an entire client base. Significant variables—including a respondent's role within their organization as well as the organization's type (rural, teaching, specialty, etc.), size, objectives, depth/breadth of software use, software version, and system infrastructure/network—impact participants' opinions and preclude an exact apples-to-apples vendor/product comparison or a finely tuned statistical analysis.

We encourage our clients, friends, and partners using KLAS research data to take into account these variables as they include KLAS data with their own due diligence. For frequently asked questions about KLAS methodology, please refer to the KLAS FAQs.

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## Note

The findings presented are not meant to be conclusive data for an entire client base. Performance scores may change significantly when additional healthcare organizations are interviewed, especially when the existing sample size is smaller, as in an emerging market with a small number of live clients.



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## Our Mission

Improving the world's healthcare through collaboration, insights, and transparency.

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