



First Look

Machinify 2025

Merged Solutions Aiming to Maximize Financial Outcomes While
Reducing Costs & Eliminating Confusion

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Why This First Look?

Payer and healthcare organizations alike struggle with payment integrity (PI) and reducing costs. Through a recent merger that brings several solutions together, Machinify aims to simplify financial processes and PI within healthcare to reduce costs and staff burden. This report focuses on current customer experiences and outcomes achieved with the Machinify platform (which includes solutions from Apixio PI, Machinify, the Rawlings Group, and VARIS).

What Does Machinify Do?

(a customer explains)

"Machinify touches a lot of solutions and a lot of intervention points in payment integrity. On one side, the system would handle the coordination of benefits and subrogation. On another side, it would do chart and bill reviews, and on the last side, it would do data mining. But now under a combined entity, the system covers a pretty wide breadth of different payment integrity solutions, pre- and post-payment, that a payer might want." —Director

Bottom Line

Generally, the Machinify solution is seen as a great PI solution thanks to the robust, capable technology that is backed by staff with deep expertise and extensive knowledge. Some respondents voice concerns that the recent combination of companies may switch the vendor's focus to financial gains rather than solution improvements; however, they feel that Machinify fulfills and surpasses all expected outcomes. Respondents are generally very satisfied with the solution, and 100% of respondents indicate Machinify is part of their long-term plans.

of Customers Interviewed by KLAS

19 individuals from 19 organizations (Machinify shared a list of 75 unique organizations; the list represents 100% of the customers that are eligible for inclusion in this study)

Top Reasons Selected

Track record/tenure, previous success with vendor, innovation, reporting/data capabilities, coding flexibility, competitive pricing, preexisting relationship, partnership, communication

Survey Respondents—by Organization Type

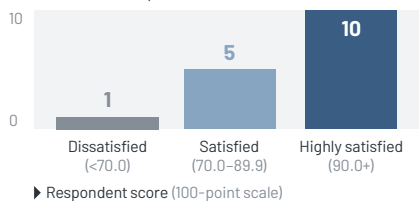


Machinify Customer Experience: An Initial Look

Distribution of Overall Performance Score

Based on individual respondents, not unique organizations

▼ # of individual respondents



Key Performance Indicators

Supports integration goals	Product has needed functionality	Executive involvement	Likely to recommend
A-*	B+	A	A-
(n=9)	(n=16)	(n=16)	(n=16)

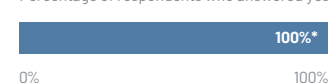
Software grading scale (1–9 scale)

A+ = 8.55–9.0	B+ = 7.65–7.91	C+ = 6.75–7.01	D+ = 5.85–6.11	F = <5.22
A = 8.19–8.54	B = 7.29–7.64	C = 6.39–6.74	D = 5.49–5.84	
A- = 7.92–8.18	B- = 7.02–7.28	C- = 6.12–6.38	D- = 5.22–5.48	

*Limited data

Would you buy again? (n=14)

Percentage of respondents who answered yes



Outcomes Expected by Customers

- ✓ Achieved
 - ✗ Unexpected outcome
 - ⏸ Pending
 - ✗ Not achieved
- ✓ Hit target dollars/ROI
 - ✓ Increased financial savings
 - ✓ Less provider abrasion & fewer false positives
 - ✓ Reduced outside medical expenses

Adoption of Key Functionality

Percentage of interviewed organizations using functionality

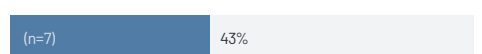
Subrogation team: High-quality, defensible recoveries provided by over 30 in-house attorneys with experience and support from precedent-setting case law



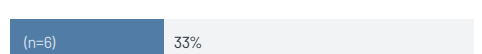
Advanced benefit coordination: Identifies overlapping coverage and prioritizes coordination of benefits opportunities using integrated eligibility data, payer logic, and ML models



Provider portal for claim resolution: Secure portal allows providers to view and respond to flagged claims, streamlining communication and reducing abrasion



Cross-program performance dashboard: Unified dashboard surfaces insights across PI programs—including complex claims, coordination of benefits, Rx, and subrogation—with real-time performance metrics



Unified AI decisioning platform: Combines rules, ML, NLP, and OCR in one platform to ingest structured/unstructured data, detect anomalies, and drive automated, cross-program claim decisions



Time to See Outcomes



Strengths

Deep expertise, rapid response time, and expansive knowledge set Machinify's staff apart

"Machinify's key strength is definitely their people. Those people seem to have an edge when it comes to creating the solutions we use, and they can change things overnight. When I say overnight, I mean overnight. Machinify's people are just faster and more advanced than others. A lot of that comes down to their expertise." —VP/other executive

Machinify is consistently improving and drives outcomes for their customers

"For our organization, Machinify has improved their recovery numbers year over year at a pretty good clip. Machinify's key strengths are effective delivery of savings and responsiveness." —VP/other executive

Customers feel Machinify's technology, language models, and automation capabilities are robust and advanced

"Machinify's strength is that their NLP and large language model capabilities are advanced, so they are more efficient in reviewing and in selection. Machinify has the right strategy, and their automation capabilities are among the best that we have seen so far in the industry." —VP/other executive

Opportunities

Some are concerned that the merger will shift focus to financial gains rather than product improvement

"Our concern is that as Machinify gets bigger and buys more, we don't know that we will continue to get the attention we have been for the products we are using. There is a ton of competition out there, and we don't want Machinify getting distracted and not continuing to evolve. We want the system to be the best because we are using it. They need to pass on what they are learning in the industry and help us get to where we need to be." —VP/other executive

Some worry that recent leadership changes from the merger will disrupt the small, intimate connection they have with the vendor

"To ensure continuity of services, Machinify needs to proceed with caution when making changes to a leadership structure or points of contact that the health plan works with on a regular basis." —Director

Customers want improvements to the online portal and reporting systems to increase ease of use and accessibility

"The online portal that we use could be a little more user-friendly. It isn't bad by any means, but when we get requests to approve a reduction on a settlement agreement, it can just be kind of clunky to get through unless we are familiar with the system." —Director

Points to Ponder

What Does a Customer Need to Do to Be Successful with This Solution?

Customers explain

Engage as a partner with Machinify and set clear expectations: *"The advice I would give a customer who is implementing Machinify to be successful would be to be prepared to roll up their sleeves. The vendor can't do everything on their own, and the customer is only going to be successful if both parties really work as a team. Also, the customer should be prepared to set expectations."* —Director

Be open-minded and encourage constant feedback from users: *"The team has to be open-minded to doing things differently. Users have to deal with medical records, coders, nurses, and doctors who are used to reviewing everything themselves. Users have to learn how to trust the system. There should be constant feedback and testing of anything that users want to change or when they see issues."* —VP/other executive

Ensure tech and personnel resources are ready for the lift: *"The advice I would give a customer implementing Machinify is to make sure that they have the tech and operations resources ready and that individual resource time is budgeted and allocated."* —VP/other executive

Machinify explains

- **Prioritize data readiness:** Ensure timely access to relevant data (e.g., claims, member eligibility, provider files) via API connections and secure transfer protocols to avoid delays post-contract.
- **Assign an internal champion:** Designate a project owner or operational lead to coordinate across IT, clinical, and finance teams and drive implementation forward.
- **Align on goals and metrics:** Define success criteria early (e.g., recovery targets, accuracy benchmarks, workflow improvements) to track performance and ROI.
- **Engage cross-functional stakeholders early:** Involve IT, compliance, operations, and business teams early to ensure smooth onboarding and scalable adoption.
- **Be open to iteration:** Our platform supports rapid deployment and iterative optimization—organizations that embrace feedback loops typically see the fastest gains.

Other Relevant Commentary

"One of the key strengths of Machinify is the customer service. They have an old-fashioned approach to relationship building. They travel to us periodically and hold meetings in person. They work to build rapport. Another huge strength is their response time." —VP/other executive

Machinify: Company Profile at a Glance

Founders

George Rawlings (The Rawlings Group); Joy and Don Wilkie (VARIS); Bob Rogers, Imran Chaudri, Shahin Hedayat, Shawn Dastmalchi (Apixio PI); Prasanna Ganesan, Alain Rossmann (Legacy Machinify)

Year founded

2025 (Merger)

Headquarters

Dallas, TX

Key Competitors

Cotiviti, EXL, Lyric.ai, Optum, Zelis

Number of Machinify customers

75 payers across suite of products/services

Number of employees

2,000

Estimated revenue

\$500M–\$750M

Funding

New Mountain Capital (2025)

Healthcare market

National payers, multistate MCOs, regional commercial plans (e.g., Blues), state health plans

Revenue model

Flexible model designed to align with client goals and risk preferences, including SaaS licensing, contingency-based models, and blended models

Target customer

Payers, whose decision-makers are typically senior directors that oversee PI, finance, cost containment, payment operations, and claims operations



Healthcare Executive Interview

David Pierre,
CEO

What key problem are you helping customers address?

Many health plans still rely on retrospective audits, antiquated rules engines, and manual interventions that are too late, expensive, and disruptive. Even the “modern” approaches are typically cobbled together from legacy systems and vendors with siloed point solutions. Machinify is solving payment integrity—in real time, with precision, at scale. We partner with health plans and key stakeholders to modernize payment integrity operations from the inside out—enabling smarter, faster, and more connected data and systems—to not just identify overpayments but transform how the work gets done.

Why was Machinify started?

We came together under the Machinify brand to cut complexity in the healthcare claims payment process. Combining four best-in-class companies, we are rewriting the payment playbook:

- **The Rawlings Group:** Unmatched credibility in healthcare and pharmacy subrogation and COB data services
- **VARIS:** Deep clinical and medical record coding expertise (Medicare/Medicaid)
- **Apixio PI:** First-to-market billing review platform automating pre-payment claim reviews with greater accuracy
- **Machinify:** Dynamic, AI-first approach with autonomous cloud-based PI technology solutions

We are rapidly developing technology and applying AI best practices and deep domain expertise to make the payment process smarter, faster, more transparent, and accurate.

What is Machinify’s biggest differentiator?

In addition to our extensive data assets, leading generative AI and tech platform, we are also differentiated by our fresh approach:

- **Performance based:** We are 100% performance based. We back our work with hard KPIs and SLAs. Our clients don’t just hope we’ll deliver; they know exactly what we’ll deliver and when.
- **Technology native:** We don’t operate as a black-box service provider. Clients can log in to our platform and see everything: how concepts are performing, what’s in inventory, where reviews stand, and more. We deliver real-time transparency and self-service control.
- **Flexible approach:** We work with each client to design the right delivery structure—outsourced, insourced, or hybrid.
- **Fast and accurate:** Our speed and accuracy accelerate results, save time and money, and reduce provider abrasion.

Report Information

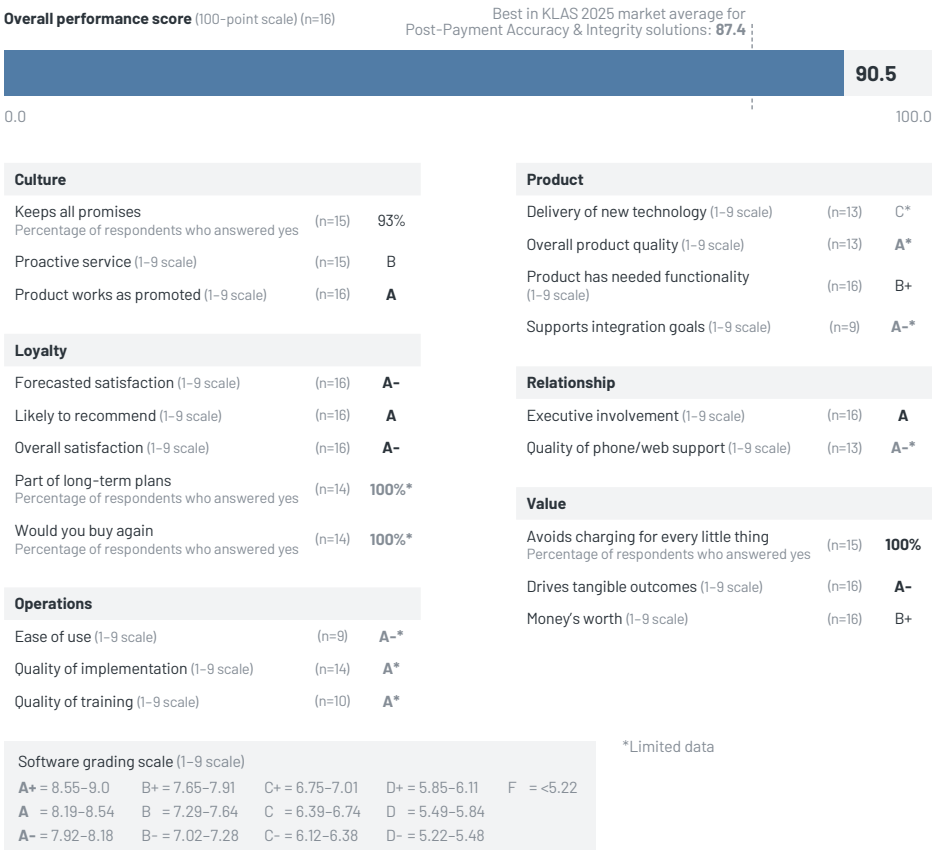
Sample Sizes

Unless otherwise noted, sample sizes displayed throughout this report (e.g., n=6) represent the total number of *unique customer organizations* that responded to a particular question. Some respondents choose not to answer all questions, meaning the sample size may change from question to question.

Sample sizes of 15+ unique organizations are considered fully rated. When the sample size is 6–14, the data is considered limited and marked with an asterisk (*). If the sample size is 3–5, the data is considered emerging and marked with a double asterisk (**); no overall performance score is shown for emerging data. No data of any kind is shown for questions with a sample size of less than 3. Note that data marked as limited or emerging has the potential to change significantly as additional surveys are collected.

Machinify Performance Overview

All standard software performance indicators



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Our Mission

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

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KLAS data and reports represent the combined candid opinions of actual people from healthcare, payer, and employer organizations regarding how their vendors, products, and/or services perform against their organization's objectives and expectations. 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 opinions and preclude an exact apples-to-apples comparison or a finely tuned statistical analysis.

KLAS makes significant effort to identify all organizations within a vendor's customer base so that KLAS scores are based on a representative random sample. However, since not all vendors share complete customer lists and some customers decline to participate, KLAS cannot claim a random representative sample for each solution. Therefore, while KLAS scores should be interpreted as KLAS' best effort to quantify the customer experience for each solution measured, they may contain both quantifiable and unidentifiable variation.

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 engage.klasresearch.com/why-klas.

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Note

Performance scores may change significantly when additional organizations are interviewed, especially when the existing sample size is limited, as in an emerging market with a small number of live clients.