

Five things that keep healthcare leaders up at night

What's keeping doctors, dentists, and practice owners up at night in 2026? We asked healthcare leaders at a recent industry event. Here's what they told us — along with what their peers and competitors are doing about it.

WHAT KEEPS THEM UP

THE FIX

1. REVENUE

Feeling reimbursement pressure

Small estimate variances become revenue leakage, staff rework, and patient frustration.

"Rates keep falling, our estimates keep missing, and every payer wants something different."

BY GETTING PAID

12 days sooner

by simplifying reimbursement

2. PATIENT EXPERIENCE

Making care affordable

Financial barriers directly reduce treatment acceptance and satisfaction.

"The clinical decision is easy. How the patient pays for it is the hard conversation."

OFFER

8 ways to pay

including flexible financing plans

3. OPERATIONS

Manual work is competing with care

Admin hours are hours not spent with patients or growing the practice.

"Statements, posting, reminders, collection follow-up — it's still people and spreadsheets."

RECLAIM

20 hours/month

by automating collection and posting

4. TECHNOLOGY

Juggling too many systems

Disconnected tools create duplicate work, reports that don't match, and fragmented staff.

"Nobody set out to run nine vendors. It happens one problem at a time."

SWAP

3 vendors

for one that covers payments and HIPAA/OSHA compliance

5. INNOVATION

Safely adopting AI and new software

Healthcare has to win innovation and trust at the same time.

"I want the administrative lift. I won't gamble on patient privacy to get it."

JOIN

37,000 providers

who leave innovation and privacy up to the experts

Rectangle Health customers sleep well at night, knowing our platform lets them collect more, grow their practice, and serve more patients.

"AR went from \$8 million to below \$3 million... Time-of-service collections went from 30% to 97%."

Donna Ramadan VP, Revenue Cycle

"Now we manage payments and compliance seamlessly on one platform, saving time, money, and reducing the stress of juggling multiple systems."

Angie Winters Practice Manager

"Staff can now focus on patients, and we're saving about 20-30% of the time we used to spend processing payments each week."

Isabel Perez Office Manager

Ready to rest easy?

Book a 15-minute demo to learn how our platform could ease your payments pain.

[Book a demo](#)