

HClactive Outlines its Vision for the Next Generation of Healthcare Administration

HClactive shares its vision for using AI to reduce administrative complexity and make healthcare processes simpler and easier to manage.

ELLCOTT CITY, MD, UNITED STATES, September 10, 2026 / EINPresswire.com/ -- [HClactive](#) today outlined its vision for the next generation of healthcare administration, where technology takes on more of the administrative complexity behind healthcare instead of creating more systems and processes for people to manage – that's what HXE is all about.

Healthcare organizations rely on technology across eligibility, claims, compliance, benefits management, member engagement, and other operational functions. But digitizing these processes doesn't necessarily make them simpler — administrative work can stay fragmented across systems, workflows, and people. HClactive believes the next evolution of healthcare technology won't come from adding more capabilities, but from reducing the amount of complexity people have to manage.

"Healthcare administration should require less administration," said Mary Lotharius, COO at HClactive. "The opportunity with AI isn't just to make existing software more sophisticated. It's to reduce the repetitive work and operational complexity behind healthcare processes, allowing people to spend more time on the decisions, relationships, and outcomes where their expertise matters most".

HClactive is advancing this approach through Human Experience Engineering (HXE), the



HClactive Logo



HCl Team

discipline guiding how the company identifies healthcare and operational friction and engineers AI around the experience and outcome that need to improve.

Rather than starting with a technology and looking for where it applies, HClactive's approach starts with the problem: what takes too long, what creates unnecessary work, where information gets fragmented, and where people are managing complexity that technology could handle instead. AI is then applied where it helps with repetitive execution, coordination, processing, documentation, and other administrative work.

The company's broader direction reflects a shift from technology that mainly gives people tools to complete work, toward technology that takes on more of the work surrounding those processes.

For HClactive, the measure of progress is straightforward:
What became easier because of the technology?

That question shapes how the company approaches healthcare AI, its technology platforms, and the experiences it creates for administrators, employers, brokers, members, and other healthcare stakeholders.

About HClactive

HClactive is a healthcare AI company focused on simplifying healthcare administration through AI, automation and Human Experience Engineering. The company develops technology designed to reduce administrative complexity and create more manageable experiences across healthcare operations.

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