

Genzeon built one Healthcare Brain, then put it into federal production

One patent-pending substrate powers three agentic platforms spanning utilization management, patient engagement, and AI governance, available as complete platforms, as single agents on Azure Marketplace, or as custom agents built by Genzeon's Forward Deployed Engineers. 35+ agents run in Medicare production today, with zero auto-denials by architecture.

Award standing: Finalist

Genzeon Platforms emerged as a Finalist in the 2026 HFS SaaS Awards, selected from more than 250 submissions across the awards program. The recognition centers on Genzeon's Healthcare Brain platform and its live deployment under the CMS WISer Innovation Model, in the category of Best Startup / Emerging Firm.

Healthcare AI has an architecture problem, not a workflow problem

Prior authorization has historically been treated as a workflow problem: another queue to route, another form to digitize. Genzeon's submission argues it's actually an architecture problem. The same fragmentation that slows prior auth shows up everywhere else in healthcare AI: patient engagement runs on disconnected IVRs, portals, and chat tools that can't see each other, and 82% of physicians say their patients abandon care while waiting on a phone tree. U.S. healthcare loses an estimated \$150 billion annually to no-shows and call-center friction, with 40% of callers hanging up before reaching a human. Governance, meanwhile, still runs on spreadsheets and after-the-fact audits, with compliance failures averaging more than \$8 million per incident.

The regulatory window compounding this problem is closing fast. CMS-0057-F, CMS-0062-P, CMS ACCESS, and CMS WISer, along with the January 2027 FHIR prior-authorization mandate, all impose the same architectural standard: a clinician in the loop on every adverse determination, a per-criterion citation chain behind every decision, and no auto-deny path. Point workflow tools and pilots, in Genzeon's framing, simply can't meet that bar at federal SLA.

25,000+

Medicare authorizations processed since the January 1, 2026 launch, at 100% CMS 3-day TAT compliance

100%

Per-criterion citation coverage on every determination

Zero

Auto-denials: approve-only by architecture; every non-affirmation is reviewed by a licensed clinician

Defensibility built into the architecture

All three platforms sit on Aether One™, a patent-pending agentic substrate: 13 provisional patent applications filed between March 4 and July 5, 2026. The submission also cites a 10-year Microsoft strategic partnership with three solution designations, availability on Microsoft Azure Marketplace and on Epic Showroom for PES One and HIP One, a UiPath Agentic Automation Fast Track partnership, and HIPAA, SOC 2 Type II, and ISO 27001 certifications. Genzeon offers five buying options: a Healthcare Brain license for the organization; HIP One, PES One, or CPS One as a complete SaaS platform; individual agents on marketplaces; outcomes as risk-shared, performance-based Business Process as a Service; and custom agentic AI built on the Brain by its Healthcare Forward Deployed Engineers, to meet buyers wherever they are in their own AI adoption.

Three platforms. One healthcare brain

Genzeon Platforms describes its architecture as a single "Healthcare Brain": three platforms sharing one patent-pending substrate, so a prior-auth decision, a member notification, and a governance check all compute against one consistent state, rather than three disconnected systems.

- HIP One handles clinical synthesis, prior authorization, utilization management, medical review, and payment integrity. It has been live in CMS Medicare under the WISer Innovation Model (MAC JL New Jersey, Novitas Solutions) since January 1, 2026, as the model participant CMS selected to run New Jersey, and operates the deployment in sovereign, on-premises mode. 35+ production AI agents operate across three layers (Provider Portal, Service Ops, Clinical Ops); AI affirms, and humans decide every non-affirmation, with no auto-deny path.
- PES One delivers omnichannel voice and digital patient and member engagement, built on Microsoft Healthcare Agent Service (which powers 300 million patient stories a year across 77% of U.S. hospitals). It covers 12 capabilities across the care journey and is live across 10+ large U.S. health systems; Genzeon is a Strategic HLS Partner at HIMSS 2026.
- CPS One covers privacy operations, HIPAA compliance, AI governance aligned to the NIST AI Risk Management Framework, and breach response. It is live across 40+ enterprise clients in regulated industries, where privacy operations is the established business and AI guardrails are layered on top.

Results across all three platforms

HIP One, live CMS WISer deployment (Q1 2026, MAC JL, Novitas):

- 12,609 Medicare prior-authorization cases processed in Q1 2026, at 100% compliance with the CMS 3-day TAT mandate
- Sub-3-minute median auto-affirm decision latency
- 100% per-criterion citation coverage, by architecture rather than sampling
- Clinician review time reduced from 25-45 minutes to 3-5 minutes per case, and a 40% clinical team productivity gain
- 90% of standard cases decisioned within one day by April 2026
- 1 million+ Medicare beneficiaries covered, with zero auto-denials

PES One, live across 10+ U.S. health systems:

- 50% increase in patient satisfaction (CSAT)
- 40 to 50% call containment, with 40%+ reduction in average handle time
- 15% reduction in patient no-shows
- Reference deployment, a 450-bed health system with five clinics: 55% reduction in call-center volume, a 200% improvement in hold time, and 25% of portal issues auto-resolved

CPS One, live across 40+ regulated enterprise clients:

- 96% three-year customer retention
- Net Promoter Score of 76, against an industry average of 27
- 72% of clients show measurable results across five or more compliance categories
- 60 to 80% reduction in mean time to resolution on incident response

Across all three platforms, Genzeon cites 50+ healthcare clients spanning payers, providers, health systems, and government, a 2026 MedTech Breakthrough Award for AI-Powered Healthcare Innovation, and a 2026 Bronze Stevie Award for AI in Healthcare Achievement. The submission positions Genzeon as anchored to all four 2026-2027 regulatory reference points, CMS-0057-F, CMS-0062-P, CMS ACCESS, and CMS WISer, simultaneously, with live operational exposure under WISer today.

"AI does not deny care here. It affirms, cites, and hands every non-affirmation to a licensed clinician. That is not a policy we adopted, it is how the architecture is built." – Harsh Singh, President, AI Business Solutions, Genzeon

Bottom line

This entry rests on a live federal deployment rather than a roadmap: a platform running as the model participant CMS selected for New Jersey under the WISer Innovation Model, processing real Medicare cases against a hard three-day compliance mandate, with the citation trail to prove every decision. That's a higher bar than most startup submissions clear, and it's the kind of regulatory-grade evidence this category was designed to reward.

Learn more about Genzeon at www.genzeon.com

Appendix: About the Category and the Awards

Best Startup / Emerging Tech Firm

This category tracks what HFS Research calls AI-native and ecosystem SaaS-ification: newer platforms built from the ground up for autonomous decision-making, continuous optimization, and contextual recommendations, rather than retrofitted from an existing services or software business. Entrants are early-stage or emerging firms judged on the strength and originality of the underlying architecture as much as on scale already achieved.

Every submission in this category was evaluated by HFS analysts and board members against five shared criteria:

- AI-driven delivery – is the solution genuinely autonomous, or is AI still assisting humans doing the work?
- Agentic adaptability – does the platform learn and orchestrate across workflows, or does it execute fixed rules?
- Outcome orientation – are commercial terms tied to results? Is there a quantified business case?
- Scalable architecture – is the IP reusable across clients and industries, or bespoke to one engagement?
- Proven enterprise success – verifiable, production-scale evidence with named or named-tier clients.

The HFS Services-as-Software Awards recognize the enterprises and technology providers leading the shift from labor-based delivery to AI-native, software-defined operations. Finalists in each category were selected by the HFS analyst team following a structured review of submissions against the criteria above. Winners were then determined by the HFS board of external advisors, who scored and ranked the finalists to reach a final result.

About HFS Research

HFS Research is the leading global analyst firm focused on business operations, digital transformation, and enterprise modernization.

For over a decade, HFS has shaped market language – from OneOffice to Services-as-Software – helping enterprises and providers understand where operating models are headed.

We work with global enterprises, IT and business services providers, software and cloud vendors, investors, and innovators.

The Services-as-Software Awards extend that leadership by recognizing organizations delivering measurable transformation in the market.