



TruBridge
A CPSI Company

THE BRIDGE REPORT A Path to Performance

Q3 2013

A Letter From the President



Christopher L. Fowler
President and CEO

When I was younger, I remember playing with cars that, by winding up, an internal mechanism built up momentum that would make the car shoot across the floor upon release. The more you would wind the car the faster it would go. The result was a gratifying explosion of speed that threatened any unwary piece of furniture or pet that found itself in the car's path.

On Jan. 28, 2013, a new car dubbed "TruBridge", having been wound for several years as a part of CPSI, took off in a way that was similarly gratifying, but threatened absolutely no harm to furniture or pets, wary or not. The six months since the launch of TruBridge have been filled with excitement, anxiety and hope. As a team of 450 plus employees, we have worked over this time to create our new brand and identity while not losing sight of what got us to this point, our customers. To that end, we felt the creation of a regular newsletter specifically for TruBridge customers would not only support our brand, but also be a tool to help optimize the customer experience.

It is therefore my distinct honor and pleasure to present to you the first edition of The Bridge Report. This first copy is intended to help familiarize you with TruBridge by providing an overview of the services we offer. As we proceed on a quarterly basis, our goal for this newsletter will be to focus on subject matter that is both fresh and relevant. As in the past, we will strive to continue to be an educational resource for you and your facility, but there is also a vital role for you to play.

A crucial factor in our success over the last 10 plus years has been listening to the needs expressed by our customers and creating solutions to fit the operating environment that is unique to rural and community healthcare facilities. In a similar manner, The Bridge Report's success will also rely on the feedback we receive from you to help us make sure that the subject matter we cover resonates for you and your facility.

With Meaningful Use, ICD-10, the HIPAA Omnibus Rule and much more, it may feel that the many initiatives we must face in today's healthcare environment are approaching critical mass. Robert F. Kennedy said it best, "Like it or not, we live in interesting times. They are times of danger and uncertainty; but they are also the most creative of any time in the history of mankind." Healthcare's "interesting times" certainly present great challenges, but in these challenges can be found opportunities for you and your facility to differentiate yourselves from the crowd...TruBridge is here to help. Together we can "wind up" your facility so that it is ready take off when opportunities present themselves.

Enjoy our newsletter and thank you for your continued support.

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Save the Date

- CPSI National User Conference - Sept. 17-19
- TORCH - Nov. 11-12

Contact Us

877-543-3635
trubridge.net

Join the conversation



What's New?

Complimentary Benchmarking Analysis

TruBridge is now offering a complimentary Benchmarking Analysis at www.trubridge.net/benchmarking-assessment. This analysis will allow your facility to gauge your Revenue Cycle performance against a group of your peers. Your facility will be able to compare key elements of the Revenue Cycle such as: AR Days, Rejection Percentages, Outstanding AR Over 90 Days and Cash Flow.

For questions or more information, please email info@trubridge.net.

Customer Relations



Putting Our Customers First

Customer Relationship Management

Our Customer Relationship Managers (CRM) work with Business Services, Consulting Services, and Managed IT Services customers to identify their needs and wants. As CRMs, our goal is to be someone that TruBridge customers reach out to when things aren't going exactly right and when you need guidance on where to go with a question. We look to our customers for insight on how we could improve our services; where we are doing things right; and new services that they would like to see offered. Our team also interacts with Insurance Services customers on a monthly basis to provide an analysis on system efficiency and cash flow.

Please be sure to look for your CRM at the National User Conference in Mobile.



Left to right: Rhonda Stringfellow,
Mark Perniciaro and Kelli Stringer

Sales Team

Defining Customer Needs

Sales Team

TruBridge's services have become valuable assets to current CPSI customers and now those same services are offered to hospitals that are not utilizing the CPSI EHR System. Our Sales Managers reach out to each of our customers for a scheduled on-site visit at least once each year. The visits consist of reviewing current services and presenting an overview of the additional services that are available including what is to come in the near future for our hospitals on the CPSI EHR System as well as those not. In addition to our Sales Team, TruBridge has Sales Specialists that provide support, service level expertise and product demonstrations to our current and future clients.

The Sales Team and Customer Relationship Management Team along with their territories are as follows:

Director of Sales - Wesley Domning

Rachel Reid - CPSI Sales

Van Sims - Non-CPSI Sales

Kelli Stringer - CRM

- Alaska
- Arizona
- California
- Colorado
- Hawaii
- Idaho
- Kansas
- Montana
- Nevada
- New Mexico
- Oregon
- Utah
- Washington
- Wyoming

TruBridge Sales Specialists

- Business Services - Christine Holladay
- Consulting Services - Ben Gooch
- Managed IT Services - Brad Lewis

Troy Dolly - CPSI Sales

Jonathan Evans - Non-CPSI Sales

Rhonda Stringfellow - CRM

- Connecticut
- Delaware
- Maine
- Maryland
- Massachusetts
- Michigan
- New Hampshire
- New Jersey
- New York
- Ohio
- Pennsylvania
- Rhode Island
- Vermont
- Virginia
- West Virginia

James Galloway - CPSI Sales

Jonathan Evans - Non-CPSI Sales

Mark Perniciaro - CRM

- Florida
- Georgia
- Indiana
- Kentucky
- North Carolina
- South Carolina
- Tennessee
- Wisconsin

Rob Ladner - CPSI Sales

Van Sims - Non-CPSI Sales

Rhonda Stringfellow - CRM

- Iowa
- Minnesota
- Missouri
- Nebraska
- North Dakota
- South Dakota

Matt Cole - CPSI Sales

Jonathan Evans - Non-CPSI Sales

Mark Perniciaro - CRM

- Alabama
- Mississippi

Blaine McIlwain - CPSI Sales

Van Sims - Non-CPSI Sales

Kelli Stringer - CRM

- Arkansas
- Oklahoma
- Texas

Rob Ladner - CPSI Sales

Jonathan Evans - Non-CPSI Sales

Rhonda Stringfellow - CRM

- Illinois

Matt Cole - CPSI Sales

Van Sims - Non-CPSI Sales

Mark Perniciaro - CRM

- Louisiana

Business Services



What We Can Offer Your Business Office

Revenue Cycle Management Services

Serving over 165 clients nationwide, TruBridge Revenue Cycle Management Services has a unique vantage point. We provide proven, highly efficient coverage for every aspect of the revenue cycle and business operations. We'll work with you to find the best way to integrate our services with your operations, workflow and business goals. We offer a wide array of customizable services that include:

- Accounts Receivable Management
- Private Pay Collections
- Insurance Follow Up
- Contract Management
- Statement Processing
- Online Bill Pay

Up-to-date knowledge in a changing industry is one key to a successful revenue cycle. Our staff undergoes monthly continuing education and our managers are HFMA Certified Revenue Cycle Representatives. The experience each manager has with revenue cycles in multiple states enables us to make recommendations based on proven success. We have the experience to identify root problems and have solutions to correct them permanently. We understand that increasing cash and reducing AR are the objectives. By adding TruBridge Revenue Cycle Management Services to your hospital's business operations, we can make those tasks manageable.

Administrative Services

The Administrative Services team can provide routine office operations so that your staff can focus on advancing your healthcare mission. Some of these services include:

- Payroll Processing
- Electronic Paystubs
- Abstracting Services

Insurance Services

The web of healthcare payer rules, relationships and regulations is incredibly complex. Staying on top of changes, processing claims and following up on payments can easily outstrip the capabilities of a small community healthcare office's staff.

We work continuously to stay abreast of these issues. Moreover, TruBridge has both the expertise and depth of resources needed to make sure insurance claims are handled correctly, reliably and effectively, even in the face of fast-changing healthcare regulations.

Insurance Services helps providers improve claim reimbursement and the revenue cycle process. These services include:

- Electronic Billing and Electronic Remittances
- Eligibility and Claim Status Checking
- Medical Necessity Database
- Medicare Connect
- Health Services Review
- Pharmacy Online Adjudication

The Insurance Services department is here to support providers with all of their insurance billing and revenue cycle needs. We look forward to continuing to support your facility in the future.

If you have questions as to how we can help your Business Office, please contact a TruBridge Representative by emailing us at info@trubridge.net or call 877-543-3635.

Managed IT Services



Reducing IT Costs and Complexity

Information Technology is a critical asset that has become the cornerstone of healthcare delivery today. Access to clinical and billing data is instantaneous and available in real-time, making healthcare administration more efficient than ever before. However, the systems processing this information must be secure and provide the quality of service necessary in an enterprise environment where data is used to make decisions about running a business, not to mention treating patients. The IT infrastructure providing these systems must be robust and reliable. Keeping those kinds of systems up and running can be an inundating task.

Managed IT Services is about reducing the cost and complexity of this technology. IT delivered as a service helps spend budget dollars more wisely as service levels, security, and system upgrades all become the responsibility of TruBridge. The customer gets peace of mind and flexibility. There is no large capital investment necessary and existing staff can accomplish more because they are freed from the daily management of systems and infrastructure.

Current Managed IT Service offerings include:

Cloud Computing

Enterprise class Infrastructure as a Service (IaaS) that can be quickly provisioned to meet processing and storage needs for a variety of systems:

- CPSI HIS Servers
- CPSI Test Systems
- Active Directory Systems
- File Servers
- Application Servers

Backup and Recovery

Data protection and disaster recovery offerings that help clients achieve their business continuity objectives:

- Cloud Backup
- Cloud Disaster Recovery
- Cloud based CPSI System Warm Server

Collaboration & Connectivity

Solutions that facilitate the collaboration and connectivity necessary to connect people and places together:

- Hosted Email with Malware Filtering
- Email Encryption
- Mobile Device Management
- Website Hosting
- Internet and Point-to-Point Connectivity

IT Help Desk

Flexible break/fix support for PCs, networks and business application software that is available during and outside of normal business hours.

Security Services

Perimeter and endpoint protection designed specifically for the community and rural hospital:

- Endpoint Antivirus and Malware Protection
- Endpoint Encryption
- Internet Content Filtering
- Firewall and VPN Management

Consulting Services



Getting You on the Right Path to Performance

Revenue Cycle Consulting Services

The complexities of today's revenue cycle can sometimes be overwhelming. Often times, a fresh set of eyes can bring about tremendous results. TruBridge's Revenue Cycle Consultants can be the catalyst of necessary change. We provide our customers with the latest tools and techniques, founded in real community and rural healthcare experiences that result in increased revenue, accelerated cash flow and daily expense reduction. Revenue Cycle Consulting services include:

- Revenue Cycle Assessments
- Project Management/Process Redesign
- Interim Management
- Benchmarking
- ICD-10 Readiness and Training
- Denial Management
- Custom Contract Services

Clinical Consulting Services

Information management is a critical component of the successful treatment of patients today. Optimizing the use of technology and workflow can help improve patient satisfaction and safety, while empowering physicians, nurses and other clinicians to deliver better care. Because most of our Clinical Consultants have provided patient care themselves in settings like yours, they know firsthand the challenges smaller hospitals face. Their own successful use of technology, along with the numerous project management and consulting engagements completed, can help drive adoption and best practice in any facility. More satisfied users, improved documentation and bet-

ter patient experiences produce positive results. Current Clinical Consulting offerings include:

- Physician Application Adoption
- Meaningful Use Achievement
- Clinical and Nursing Software Utilization
- Clinical Process Assessment
- Interim Clinical Informatics
- Customer Contract Services

IT Consulting Services

Increasing regulatory pressures from HIPAA and the EHR Incentive Program necessitate a proactive approach to managing your information technology assets. With internal IT resources already stretched thin, meeting IT compliance requirements becomes more difficult each day. Our IT Consultants can help complement your IT team by providing valuable insight, managing time sensitive projects and assuming complex and intimidating tasks. Furthermore, our unique approach to offering our engagements "as a service" helps to make them affordable. IT Consulting services include:

- Security Risk Assessment
- Disaster Recovery/Business Continuity Planning
- Infrastructure Assessment
- IT Strategic Planning
- IT Project Management
- Customer Contract Services

If you have questions about Consulting Services, please contact a TruBridge Representative.

Employee Kudos

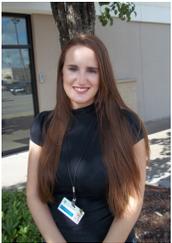


C.J. Milto
Manager,
Managed IT Services

“Recently we had some questions arise about exactly when our remote daily backup and disaster recovery warm system copies were taking place. C.J. Milto gave me a call and was able to draw me a verbal picture of exactly what was taking place when, allowing us to rearrange part of the schedule so we could better utilize system resources. Kudos to CJ for his help and expert knowledge!”

Phil Miller

Shelby Memorial Hospital, Shelbyville, IL



Danielle Patrick
Manager,
Business Services

“I just wanted to let you I have really appreciated the work Danielle Patrick and her team have done on our account. Danielle has been great to work with, and I think we’re starting to make some real headway. So I wanted to let you know about the great job she is doing for me. Thanks and look forward to speaking with you.”

Kevin R. Milligan

Assistant Administrator / Prof. Services, Harrison Community Hospital. Cadiz, OH



Davona Nelson
Resource
Coordinator,
Business Services

“I was really excited that we could post Illinois Medicaid remits electronically, because they are extremely time consuming. However, even posting them electronically they still took several hours because of the line item posting on the majority of Illinois Medicaid claims. We set up a situation on it and Davona worked very diligently on it to help me with this problem. I am pleased to say that I just posted an Illinois Medicaid remit that would have previously taken a minimum of 1-2 hours to post electronically in less than 15 minutes. Great job Davona!”

Timothy Bartels

Jersey Community Hospital, Jerseyville, IL

Outstanding service and support is what the employees of TruBridge strive to achieve. Please share your experiences.

Got kudos to share? Contact us at 877-543-3635 or email your Customer Relationship Manager .

TruBridge Spotlight

TruBridge, LLC Receives HFMA Peer Review Designation

**PEER
REVIEWED**
by HFMA*

* HFMA staff and volunteers determined that this product has met specific criteria developed under the HFMA Peer Review Process. HFMA does not endorse or guarantee the use of this product.

Chicago – May 29, 2013 – The Healthcare Financial Management Association (HFMA) recently reviewed TruBridge using the Peer Review process. After undergoing the rigorous review, TruBridge's Accounts Receivable Management Service has been awarded the "Peer Reviewed by HFMA®" designation.

The HFMA Peer Review program is an incredible asset for healthcare enterprises seeking proven, high-quality receivables services," said Chris Fowler, President of TruBridge. "We look forward to participation in the program and its unbiased assessment of the value, quality, and effectiveness of TruBridge's Accounts Receivable Management Service. It is our expectation that the HFMA vetting process will positively affirm what our customers have known for quite some time – that TruBridge has the knowledge, experience, and customer support infrastructure necessary to help community hospitals succeed in meeting their business goals."

HFMA's Peer Review process provides healthcare financial managers with an objective third party evaluation of products and services used in the healthcare workplace. The rigorous, eleven-step process includes a Peer Review panel review made up of current customers, prospects who have not made a purchase, and industry experts. Peer Review status of the product or service and its performance claims are based on effectiveness, quality and usability, price, value, and customer and technical support.

"HFMA's Peer Review process provides our membership with the assurance that those who have earned the designation have met a rigorous screening process," says HFMA President and CEO Joseph J. Fifer, FHFMA, CPA. "The Peer Reviewed designation helps members and others identify and evaluate products and services that their organization may need. It can also create brand awareness and recognition in the healthcare finance marketplace for Peer Reviewed products and services."

Service Spotlight

ONLINE BILL PAY

With online options becoming an increasingly available, convenient, and secure method for bill payment, and as we move further from the practice of mailing checks and making bill payments in person, TruBridge now offers its own Online Bill Pay service. Online Bill Pay not only serves our customer's patient base by providing a convenient payment method, but also allows our hospitals to increase their own efficiency by reducing labor cost and time with an automated payment and receipting process.

From the stand-point of our customers and their patients, the service begins simply by obtaining a patient email address at the point of registration. The presence of the email address will prompt an email invitation to our Patient Portal which allows access to the patient's account number(s) past and present and any patient balance available to be paid.

Highlights

- The service provides efficient, secure access 24 hours a day, 7 days a week, to any remaining patient balance.
- Full or partial payments over multiple accounts are available.
- Payments are processed in real-time, meaning that the payments are immediately reflected on the account.
- Any outstanding balances on all visits are accessible.



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For more information, please contact a TruBridge Sales Manager.