

> Increase collections. Reduce costs.

We wrote the book on revenue cycle management.





While running a billing operation can be complicated, choosing the right revenue cycle management solution can make things go a lot more smoothly.

If you're responsible for managing operations at your billing service, you're probably feeling the heat of increased competition. You're finding it more difficult to find new business opportunities – not only because of your traditional competitors but because of new companies that act as both software and billing service providers.

If you're a billing manager, foremost on your mind is lowering your cost to collect – or squeezing that extra five percent increase in productivity from your billing operations.

At the end of the day, your goal is to reduce operational costs while increasing collections, running your business, and keeping your clients happy.

Merge Can Help

Merge is unique in that we're 100 percent focused on developing and deploying the best radiology automation solutions in the market. Our innovative revenue cycle management solution creates a competitive advantage for billing services by providing cost reductions, streamlined operations, and compliance assistance – ultimately delivering increased productivity, cash flow, and client satisfaction.

Our people work hard every day to help our 650 customers process nearly 15 million studies and nearly 100 million radiology transactions each year – and we've been working in radiology IT for more than 30 years.

Unique Challenges

Every single day, you're focused on increasing your bottom line. Without a doubt, regulatory measures — such as DRA and other reimbursement pressures — are having a trickle down effect on your business. What are you doing to take control of your future profits?

You're also dealing with increasingly complicated payer requirements and regulations that make it more difficult to get paid for the services that your clients provide. Insurance carriers are watching their bottom line – and they'll deny or delay payment on as many claims as they can. It's up to you to quickly and efficiently identify the right claims for efficient follow up to ensure payment.

Patient and client satisfaction is the cornerstone of your

business. Your clients are demanding access to current and historical information about their practices – and no two clients are the same. You need flexible data mining tools to provide superior real time insight into your operations and custom report authoring for your clients' unique demands.

Finally, you're faced with managing a workforce that's becoming much more comfortable in a Windows-based environment.

Challenges abound.

Unique Opportunities

Merge is here to help. We don't compete with our customers – we're 100 percent focused on providing the best automation solutions on the market. With our advanced electronic data acquisition capabilities, you're no longer confined to your clients' data supply limitations or a geographical area. What that means for your business is you can market your services to hospitals, radiology groups, and imaging centers outside your local area.

With increased competition, there's no better time to leverage Web-based business intelligence tools to differentiate your business. It's time to improve your operational visibility and provide your clients with in depth business intelligence to help them manage the direction of their practices.

“Merge Dashboards gives me visibility into the health of my practice with real time access to aggregated data and equips me with the tools necessary to perform data mining for all of my reporting needs.”

Keith Radevic, CEO, CIO, and CFO
Radiology Alliance (Nashville, TN)

With advanced technology from Merge, you'll be able to automate workflow bottlenecks in your billing operation. Automating these tasks will boost your bottom line and allow you to focus your resources on collecting cash for your clients – instead of working on other repetitive tasks that don't add value.

Perhaps most importantly, supported by Merge's solutions, you'll recognize shorter days in Accounts Receivable, which means more money for your practice – sooner!

Do What You Do Best.

With Merge focused on providing the best software solutions to your business, you can focus on reducing your costs to collect, efficiently identifying receivables, collecting on underpayments, complying with payer regulations and mandates, growing your business, and improving patient and client satisfaction.

How We Do It

Merge is 100 percent focused on empowering the business of imaging. Essential to our mission is providing a state-of-the-art revenue cycle management system to help you overcome challenges and capitalize on new opportunities. We're focused on helping you to increase your bottom line.

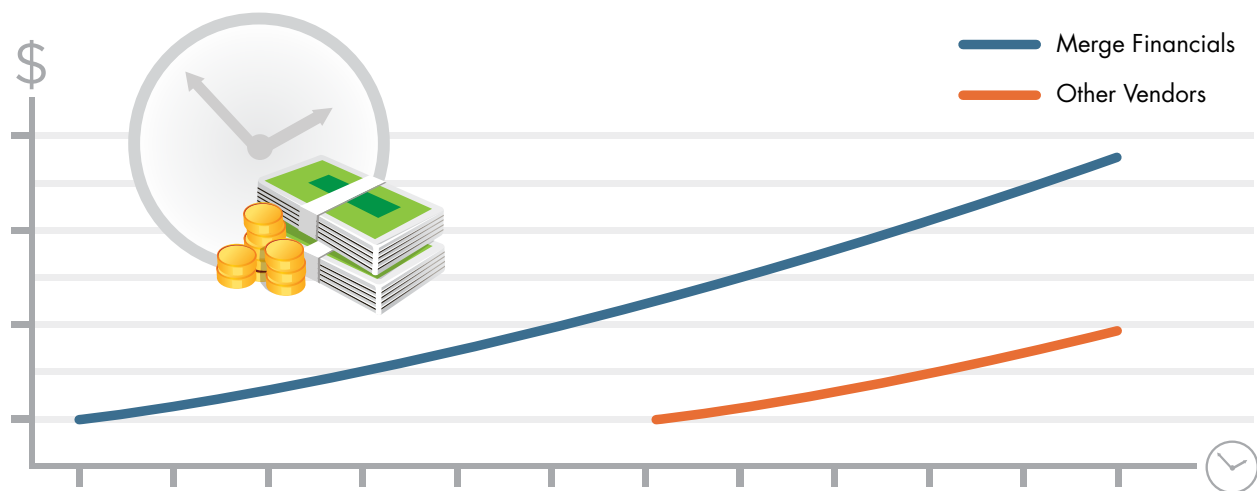
Here's how we do it: We invest nearly 20 percent of our operating budget in research and development. And we work closely with billing managers, operations managers, and executives on product design and features to address the inherent complexities of billing practices.

The Value Of A Dollar

You know the value of a dollar – and so do we. We're in the business of empowering you to maximize the value of every dollar, whether that's with Merge Financials, our next generation revenue cycle management solution, or with Merge Dashboards, which provides you with access to the business insight you need to confidently manage your business while providing excellent service to your clients.

We Wrote The Book On It.

With experience comes knowledge. We're proud to say that we are where we are today because of our belief in product innovation and our focus on customer success.



A dollar today is worth more than a dollar tomorrow.

The value of every dollar you collect increases with shorter cash cycles. Merge helps you increase collections by detecting money previously lost. Our automated solutions help you prevent and detect denials and low pays. That means more dollars today.

ASK YOURSELF

Do you experience workflow bottlenecks that inhibit the efficiency of your business and hurt your bottom line?

Do you take full advantage of technology to automate repetitive tasks throughout your billing operation?

How do you manage vast amounts of data to make informed business decisions?

How do you differentiate your business?

LET US HELP

Together with our customers, we are re-energizing radiology IT. Join us.

Merge Healthcare
900 Walnut Ridge Drive
Hartland, WI 53029
877.446.3743 x3
www.merge.com

