



Advantum Health Media Kit

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About Advantum Health

**Headquarters:**

Louisville,
Kentucky USA

Founded:

2013

CEO:

Tammy Taylor

**Locations:**

Hyderabad,
Chennai and
Noida, India

Employees:

600+

CFO:

Chris Taft

Chairman of the Board:

Philip Lewis, Fulcrum
Equity Partner

The Advantum Story

Advantum Health is an industry-leading practice revenue management authority. Powered by the Advantum AI and Advantum EVE tech platforms, we are laser-focused on providers, partnering with clients nationwide to deliver trustworthy, comprehensive solutions for revenue cycle management.

Advantum Health was founded in 2013 by leaders with deep revenue cycle management and healthcare technology experience. Over the past decade, the company has enjoyed rapid growth, both organically and through acquisitions, and our consolidated team has been delivering best-in-class service to clients for almost 30 years. Headquartered in Louisville, Kentucky, but spanning the globe, we have an expert team that is 600 strong. Thanks to the partnership and longevity of our clients, and the deep care and commitment of our staff, we have become a widely-respected practice revenue cycle management company - and we continue to improve our expertise, services, and innovative technologies every day.

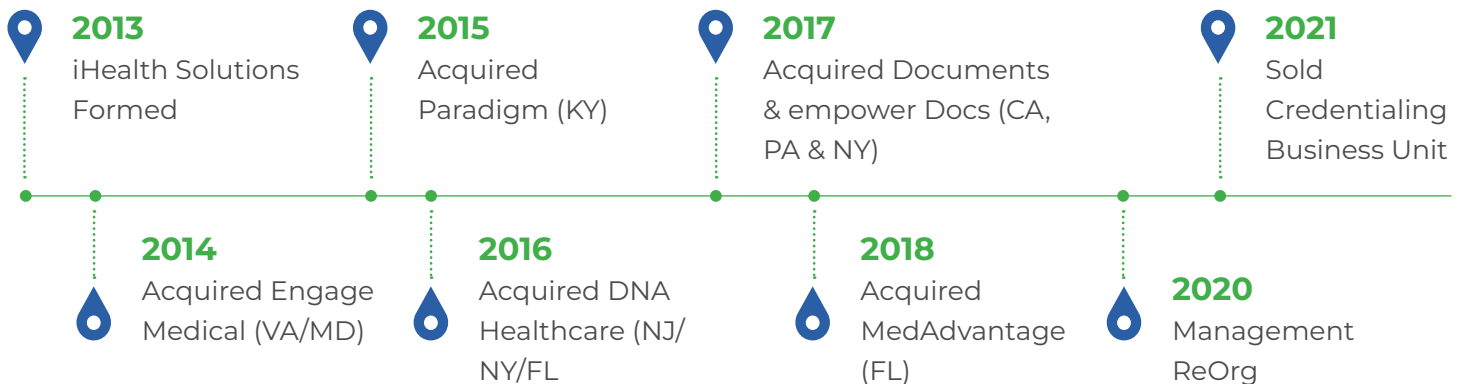
Advantum is a one-stop shop for physicians, hospitals, and health systems, delivering full-scale solutions for RCM, including:

- ▶ Quality-controlled billing;
- ▶ Focused follow-up;
- ▶ Comprehensive coding;
- ▶ Denial management and prevention;
- ▶ Automated payor enrollment / credentialing;
- ▶ Seamless authorizations;
- ▶ Accurate eligibility;
- ▶ Cms-compliant auditing.

With a multifaceted and exceedingly-skilled team, proprietary technology, an emphasis on security, and superior support, Advantum offers a clear financial advantage and reliable scalability. Our team strives to process claims both rapidly and accurately, decrease denial incidents, deliver actionable communication, produce on-point reporting, and ease labor and IT costs - all with maximum transparency.

Advantum Health is the technological and service backbone that allows healthcare operational and administrative staff to focus on their real jobs - leaving RCM tasks to trusted experts. With an expansive suite of services and second-to-none customer support, Advantum is the premiere team to boost profits, reduce expenses, speed revenue cycle, and profitably steer organizations large and small through the ever-changing healthcare environment.

History and Acquisitions





VISION, MISSION AND THE ADVANTUM WAY



VISION

Provide a healthy revenue cycle for those who deliver healthcare to others.



MISSION

Our mission is to deliver a premium fiscal advantage to our clients by maximizing profits, decreasing expenses, navigating ever-changing rules, digitizing laboring tasks and delivering beneficial financial guidance to the patient.



CHARACTER

Advantum Health believes in a diverse, inclusive, global workforce, where everyone is valued. Our team members operate with purpose, always make well informed and client minded decisions, and act with integrity and respect. Advantum Health requires an individual willing to transform the client experience by diligently working to enforce best practices, automate workflows and capture efficiencies.



THE ADVANTUM WAY

Providers can depend on us; have faith in us to deliver extraordinary outcomes, and relieve their administrative burdens. We hold accountable the individual, the team and the company, to our vision, mission and values.

WE ARE ADVANTUM.

OUR VALUES

A Will to Win

“People will hate you, rate you, shake you, and break you. But how strong you stand is what makes you.”

- LeBron James

Collaborate & Listen

“There is no ‘I’ in team but there is in win.”

- Michael Jordan

Innovate to Accelerate

“I want to put a ding in the Universe.”

- Steve Jobs

A Family Affair

“A family is a place where minds come in contact with one another.”

-Buddha

Excellence Mindset

“If you’re any good at all, you know you can be better.”

-Lindsay Buckingham

R.E.S.P.E.C.T.

“Treat others the way you wish to be treated.”

-Golden Rule

Customer Always

He profits most who serves best.”

- Arthur F. Sheldon

Gratitude Attitude

“When I started counting my blessings, my whole life turned around.”

— Willie Nelson

Oh, The Humanity

“You must not lose faith in humanity. Humanity is like an ocean; if a few drops of the ocean are dirty, the ocean does not become dirty.”

- Mahatma Gandhi

Execution is the Solution

“Vision without execution is hallucination.”

-Thomas Edison

Revenue Cycle Management 101

If you tell someone you work in Revenue Cycle Management (RCM), they may respond with a confused, blank look as if to say, “Huh?” You can’t blame them. While the name accurately describes the high-level process, it’s abstract and certainly doesn’t roll off the tongue. This guide to RCM aims to demystify the healthcare revenue cycle and explain its key concepts.

While revenue cycle team members don’t directly save lives, their roles and responsibilities are crucial to a healthcare organization’s financial health. Effective revenue cycle management enables healthcare providers to improve cash flow and profitability - allowing hospitals to expand and evolve their services to patients.

Healthcare RCM is a growth industry.

The healthcare revenue cycle is a booming industry and shows no signs of slowing down.

A research report predicts that the revenue cycle market will reach \$329.1 billion in 2030. This tremendous growth is due to government regulations, increased healthcare spending and shrinking hospital profit margins.

Unfortunately, RCM is anything but simple.

The U.S. healthcare industry has a unique payment structure that relies on a complex mix of government subsidies, private insurance reimbursements, and individual out-of-pocket expenses. In addition, the government heavily regulates hospitals and healthcare institutions.

This type of complexity requires significant investment in hiring, training and retaining knowledgeable revenue cycle resources.



As a result, many healthcare organizations have hired third-party vendors, like Advantum Health, to manage small or large portions of their revenue cycle process. Some healthcare providers have even outsourced their entire revenue cycle department to achieve financial objectives.

What is healthcare revenue cycle management?

Healthcare Revenue Cycle Management (RCM) refers to the management of the processes, people and technology required for healthcare providers to get paid quickly and accurately for their services - from patient scheduling to billing and collections.

Often, RCM gets categorized into three stages: Front End, Middle and Back End.

All three parts of the revenue cycle play a critical role in the financial health of a healthcare organization. These stages are sequential yet interdependent. For example, if a registration staff member forgets to verify a patient's insurance plan (Front End), the wrong insurance company could get billed (Back End).

Here is an overview of the Front End, Middle, and Back End areas of revenue cycle management.

Front End

When a patient initiates a clinical interaction with a doctor or other healthcare practitioner, the front end of the revenue cycle starts, e.g., schedule a doctor's appointment or check into an Emergency Department. The front end of revenue cycle management involves all the processes before a patient receives medical care. These include scheduling appointments, verifying insurance, obtaining authorizations and completing registrations. Traditionally, individuals with front-end responsibilities worked onsite at a hospital, doctor's, or business office. But, after the COVID-19 pandemic, some healthcare providers kept their front-end revenue cycle staff members working remotely.



Middle

The middle revenue cycle processes occur during or after a patient receives medical treatment before a billing claim is generated. The Middle's three stages include coding diagnoses and procedures, capturing charges and verifying that clinical documentation supports the services rendered. Middle teams ensure that healthcare providers include accurate, complete and compliant clinical information on billing claims.

Back End

The back end of the revenue cycle process includes generating, submitting, and reconciling insurance claims, creating and delivering patient statements, and collecting from insurance companies and patients. These processes are often called Billing and A/R Follow Up. First, electronic and paper claims are generated from the provider's or hospital's EHR system. The back-end team completes automated and manual claim checks to ensure the billing information is accurate and adheres to the respective payor's rules so the claim will not get rejected or denied for payment. Next, the back-end team uses a document provided by the insurance company called an Explanation of Benefits (EOB) to determine the patient's responsibility. After insurance carriers pay their portion of the medical bill, the back-end team delivers a statement to the patient. The final step for the back end is to follow-up with insurance companies and patients to collect and post payments.

In Conclusion

Throughout the RCM process, all team members must strive for accuracy, timeliness and reliability. All three stages of revenue cycle management play critical roles in maintaining a healthcare provider's financial well-being. From gathering patient demographics to billing the correct insurance carrier, identifying any issues that may disrupt payor or patient payments.

One of the most challenging aspects of hospital revenue cycle management is balance.

At the end of the day, healthcare providers want to focus on patient care, not payer payments. Unfortunately, the complex payer landscape makes it difficult for many healthcare providers to balance time between their administrative duties to "keep the lights on" and practicing medicine.

Unsurprisingly, many healthcare providers decide to outsource a portion or all of the revenue cycle to third-party partners such as Advantum Health. This business model enables clinicians to focus on delivering patient care rather than following up with payers on claim denials.

Advantum Technologies



Advantum Health is powered by Advantum Ai, our innovative and proprietary platform that serves as the technology backbone for our experienced RCM team. Advantum Ai was created as an internal tool with our front-line staff and development team working hand-in-hand. Over time, the platform has evolved into an integrated and revolutionary suite of applications that streamline workflow, improve accuracy and efficiency, and deliver actionable insight and transparent, real-time updates to our clients.

Advantum Ai is modularized, addressing Workflow, Charge Entry, Denial Analytics, Prior Authorizations, Quality Assurance, Audits and Reporting, and deployment can be customized to meet the unique needs of each client. Based on permission levels, users access real-time status updates, dashboards, reports, industry benchmarking, predictive analytics and provider education all within a web-based portal.

The platform is a powerful tool that leverages automation and machine learning to amplify the quality of our services, improving payment velocity and turnaround time, boosting KPIs and risk scores, and maintaining transparent communication and seamless workflow. Advantum Ai functions as an integrated overlay, with functional modules orbiting the workflow core, delivering two way communication and ensuring that each client's system of record stays current and accurate. Client data is the source of truth, working with existing practice management solutions as a single ecosystem and requiring minimal direct intervention provider's team. In fact, the tool is so efficient and simple for users that no training is required.

Advantum Ai empowers our client's clinical, financial and operational staff to focus on their real jobs - leaving the tasks associated with RCM to the pros. Technology-driven revenue cycle management optimization is here... and its name is Advantum Ai.

Advantum Technologies



Advantum Health leverages our provider enrollment and credentialing platform, Advantum EVE, to transform an otherwise complex and error-prone task into a breeze. Whether you have 10 providers or 1,000, Advantum EVE manages the intricacies of the credentialing and enrollment process to reduce errors and control workflow. With a robust suite of features, including document management, issue tracking, expirations management, workload projections and reporting capabilities, there is no better tool to stay on top of provider enrollment and credentialing. End-to-end technology-enabled process management is the key to streamlining enrollment and credentialing.

Advantum EVE is a secure, web-based solution hosted on our own cloud servers—allowing our staff and clients to access providers' information anytime, from anywhere. Holistic functionality and intuitive interfaces are designed to streamline the credentialing process for a wide

range of healthcare organizations, enabling our team and your team to share transparent access, documentation, and status updates. Advantum EVE centralizes each client's provider records, facilitating a multi-user pipeline that allows our team to share the workload and complete tasks faster. Workload projections for upcoming re-credentialing help us plan ahead and avoid backlogs. A wide range of reports, documents and committee files are available with just a few simple clicks. And detailed, real-time issue tracking shortens the provider enrollment timeline, bringing providers onboard faster and increasing practice revenue.

It's time to reclaim your time and refocus on patient care! Let the Advantum team, powered by EVE, take over provider enrollment and credentialing for your practice or group. Experience the difference technology can make. Schedule a demo and get to know Advantum EVE today.

Leadership & Industry Experts



Tammy Taylor | Chief Executive Officer

Tammy is a veteran Revenue Cycle Management leader with more than 30 years experience working with large healthcare systems. She carries a recognized talent to improve organizations, lead strategy execution, simplify processes, and capture available opportunities for development and growth. Her career has spanned decades leading large health system revenue cycle teams with a focus on tech-enabled service delivery. She has held senior positions in corporate compliance, hospital and physician revenue cycle, and large group practice management, and proudly served in the United States Navy.



Chris Taft | Chief Financial Officer

Chris is an experienced business leader and finance/M&A professional with a demonstrated history of executing in high pressure situations. Over the past seven years he has held multiple positions at Advantum Health ranging from business development to financial leadership and people and process excellence. Chris has over 20 years of experience leading teams in India and the U.S. Before joining Advantum, he held operations positions at DNA Healthcare, eMB Solutions, Inventurus Knowledge Solutions, Pacific Global, and Globberian.



Andrea Utterback | Vice President of Operations

Andrea is a seasoned Revenue Cycle Specialist with 22 years of in-house experience including professional and facility fee services. In her five years with Advantum, Andrea has filled a number of roles from Account Manager and Operations Director to Client Engagement. She holds certifications in both coding and chargemaster integrity through AAHAM.



Samantha Wagner | Vice President of Process Improvement

With more than 20 years of experience in turning around underperforming operations, as well as guiding fiscal strategies in the healthcare industry, Samantha has become a trusted leader and change agent at Advantum Health. She has worked extensively with physician groups of all specialties and large hospital systems to streamline workflow, improve team dynamics and boost performance and profitability.



Jamie Reid | CISO, Chief Information Security Officer

Jamie Reid, CISO of Advantum Health, has extensive expertise in IT, cybersecurity, and information systems management. Before joining Advantum, he held a senior position overseeing information systems at Methodist Hospital in Henderson, Kentucky for over two decades. Jamie has deep experience in team management, training, business process improvement, enterprise resource planning, and disaster recovery, in addition to IT security and overall operations. Jamie oversees all aspects of Advantum's technology infrastructure and security.

Approved Quotes, Images, Video & Graphics

Click to Access Media Assets

[Advantum Logos](#)

[Advantum Brand Standards](#)

[Approved Advantum Company Messaging](#)

[Advantum Health Image Gallery](#)

[Advantum Health Corporate Overview Video](#)

[Advantum AI Introductory Video](#)

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