



# 8<sup>th</sup> National HIPAA Summit

## *Emerging Medical Banking Models That Reduce Healthcare Administrative Costs*

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# Complex Issues

- ◆ Health care industry has little experience with banking beyond cutting a check and reconciling statements.
- ◆ Banking industry, as a whole, has little experience with health care and is generally unaware of HIPAA.

# Healthcare Industry Challenges

- ◆ Timeliness of provider payments
- ◆ HIPAA
  - Cost to track provider preferences
  - Cost of operating two payment systems
    1. Print & Mail
    2. ERA (& EFT)
- ◆ Realize return on investment from HIPAA

# Health Plan Issues

- ◆ HIPAA → Dual payment systems avoidance
- ◆ Provider preferences tracking
- ◆ Risk of fraud
  - The chance of having a problem with a check is 20 times greater than direct deposit
  - Payments have never been lost with direct deposit
  - Direct deposit payments are traceable

# Health Plan Issues

- ◆ Expedite provider transition from a paper-based practice to an electronic environment
- ◆ Maintaining communication with providers in an electronic environment

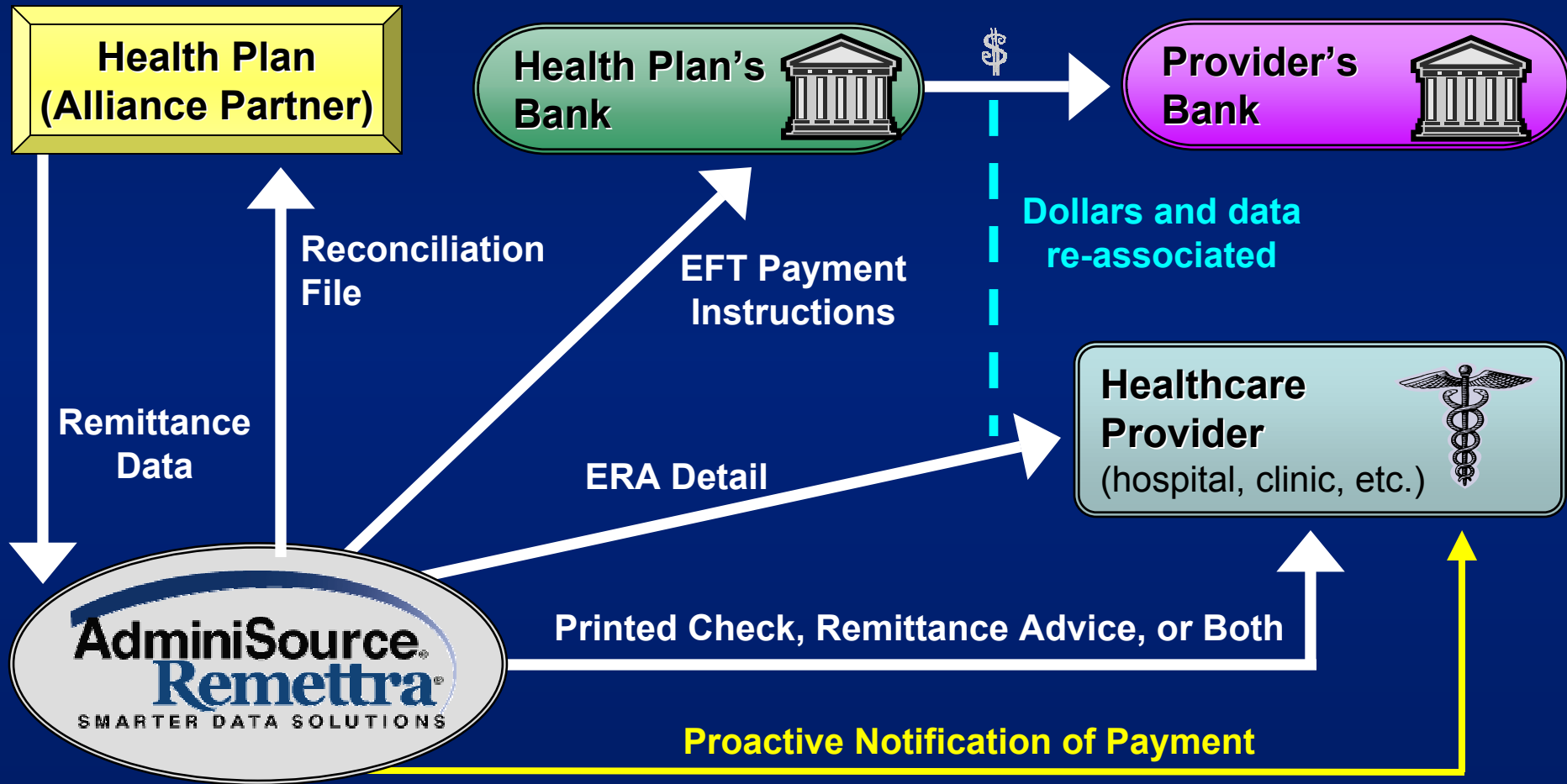
# Provider Issues

- ◆ Paid faster
- ◆ Automatic posting of receivables
- ◆ Access to multiple payers

# Secure Payment Processing

- ◆ Provider Enrollment
  - Pre-registration & on-the-fly registration
  - Bank Account Authentication
  - Provider preferences online
    - Payment delivery
    - Remittance delivery
- ◆ Re-association issues

# One Solution





# Secure Messaging

- ◆ Value-added product
- ◆ Encrypted e-mail
  - Secure method for health plans and providers to communicate
  - Includes broadcast messaging

# Conclusion

- ◆ **“Win-Win”** business model
  - Health plans
  - Health care providers
  - Strategic alliance partners