

SEHA Business Entities to be Managed by Revenue Management Services

Experienced unit to focus on maximising revenue

Abu Dhabi, UAE – 00 April 2013: The Revenue Cycle Management Services (RCMS) of the Abu Dhabi Health Services Company (SEHA) has assumed operational responsibility for the Revenue Cycle Management functions at each of the individual SEHA Business Entities. The vision of RCMS is to improve revenue cycle outcomes throughout SEHA, and to contribute to all of SEHA's business entities by optimizing people, processes and technology throughout the company.

The team that has been assembled at RCMS will be actively involved in the stabilisation and improvement of all processes and workflows related to RCM activities. Those involved will also work at enhancing staff effectiveness in achieving SEHA's revenue cycle goals.

RCMS will be utilising its experience in maximising revenue potential in this enterprise. RCMS has huge experience in providing quality business practices and revenue cycle management, and it will be passing on this knowledge to each of SEHA's business entities including Mafraq Hospital, Al Ain Hospital, Tawam Hospital, Sheikh Khalifa Medical City (SKMC), Corniche Hospital, Al Rahba Hospital, Al Gharbia Hospitals, Ambulatory Healthcare Services (AHS) and SEHA Dialysis Services (SDS). The aim of this will be to maximise reimbursement within each of SEHA's entities, to ensure business compliance, to drive down the costs associated with collecting expenses and to deliver the highest quality of customer service to SEHA's clients.

RCMS has particular experience in the optimisation of the reimbursement process, and will utilise its specialist technologies in order to enhance this process within SEHA. The new arrangement will see particular emphasis placed by RCMS on compliance and optimisation with registration, coding, billing, appropriate documentation and denial management. RCMS's goal throughout this new operation will be to provide SEHA's clients with a level of service that is in excess of their existing customer experience.

The values of RCMS are centred around; firstly, ensuring that its operations do no harm to the effective processes that are already in place at SEHA. Once this has been achieved, the company aims to add value to these successful processes that SEHA has put in place. RCMS' remit is also strongly related to people, processes and technology, enabling the company to fuse these three elements together to enhance each of SEHA's business entities.

By improving the internal processes at SEHA, RCMS will aim to deliver results to a raft of different customers. The vision for RCMS' client list includes, but is not limited to, the likes of SEHA itself, business entity leadership and staff, and the Health Authority – Abu Dhabi (HAAD), and on a more panoramic level, the UAE society itself.

Each business entity within SEHA had already been assigned a Director of Revenue Cycle Management. This individual will serve the purpose of being the primary point of contact at each individual entity's facilities. This relationship has already been formally defined in a Service Level Agreement (SLA). In addition to this SLA, though, the entire RCMS Team will be working closely with each Business Entity to further clarify, develop and ensure that an appropriate and cohesive partnership develops.

RCMS will deliver value for the SEHA Company in several areas. Firstly, it will ensure a fully

connected revenue cycle by utilising Patient Financial Services (PFS), Patient Access Services (PAS) and coding. Secondly, the company will enhance the existing lack of operational visibility by providing a daily dashboard. Thirdly, communications throughout the business entities will be greatly enhanced through CEO communications, and a variety of town hall issuances. Fourthly, RCMS will be ensuring that there are great revenue cycle opportunities within each of the SEHA business entities. And, finally, RCMS will be developing and establishing a holistic training plan which is clearly linked to goals within the company.

In short, RCMS will be delivering a true twenty-first century, state-of-the-art, joined-up service to SEHA's business entities that will not only deliver value to the company, but also the community that SEHA is rooted in, and the UAE itself.

In his comments, H.E. Saif Bader Al-Qubaisi, Chairman of SEHA, stated: "The Abu Dhabi Health Services Company is delighted to announce this initiative. Involving RCMS in the operations of SEHA will deliver value for the company in several areas, in each of its business entities and the UAE as a whole. The Chairman continued "SEHA looks forward to taking advantage of RCMS' experience and expertise, which will help us provide great customer service for all our clients, while streamlining our internal processes to enhance profitability and deliver greater value to the UAE community as a whole."

According to Carl V. Stanifer, CEO of SEHA, "We look forward to drawing on the experience of the Revenue Cycle Management Services, and anticipate that this new arrangement with RCMS will greatly enhance the day-to-day running of SEHA's business entities." The CEO of SEHA continued: "We feel particularly enthusiastic about the fact that RCMS will be assisting us in delivering CEO communications at a far superior level to that which was possible previously. We are excited that RCMS will be involved in maximising revenue potential throughout SEHA's diverse business entities."

Robert Magnuson, CEO of RCMS, said, "Everyone at RCMS is delighted to have the opportunity to work more closely with SEHA's business entities. We will utilise the expertise we have built up in streamlining business practices to allow SEHA to improve revenue cycle outcomes by optimising people, processes and technology." The CEO of RCMS also stated that "we are also particularly passionate about delivering training at RCMS, and are looking forward to developing and delivering a training plan that is modulated to coincide with SEHA's specific business goals. This new arrangement will give us the opportunity to enhance skillsets throughout SEHA's business entities and deliver real value and profitability for the company, its clients and the surrounding community."