

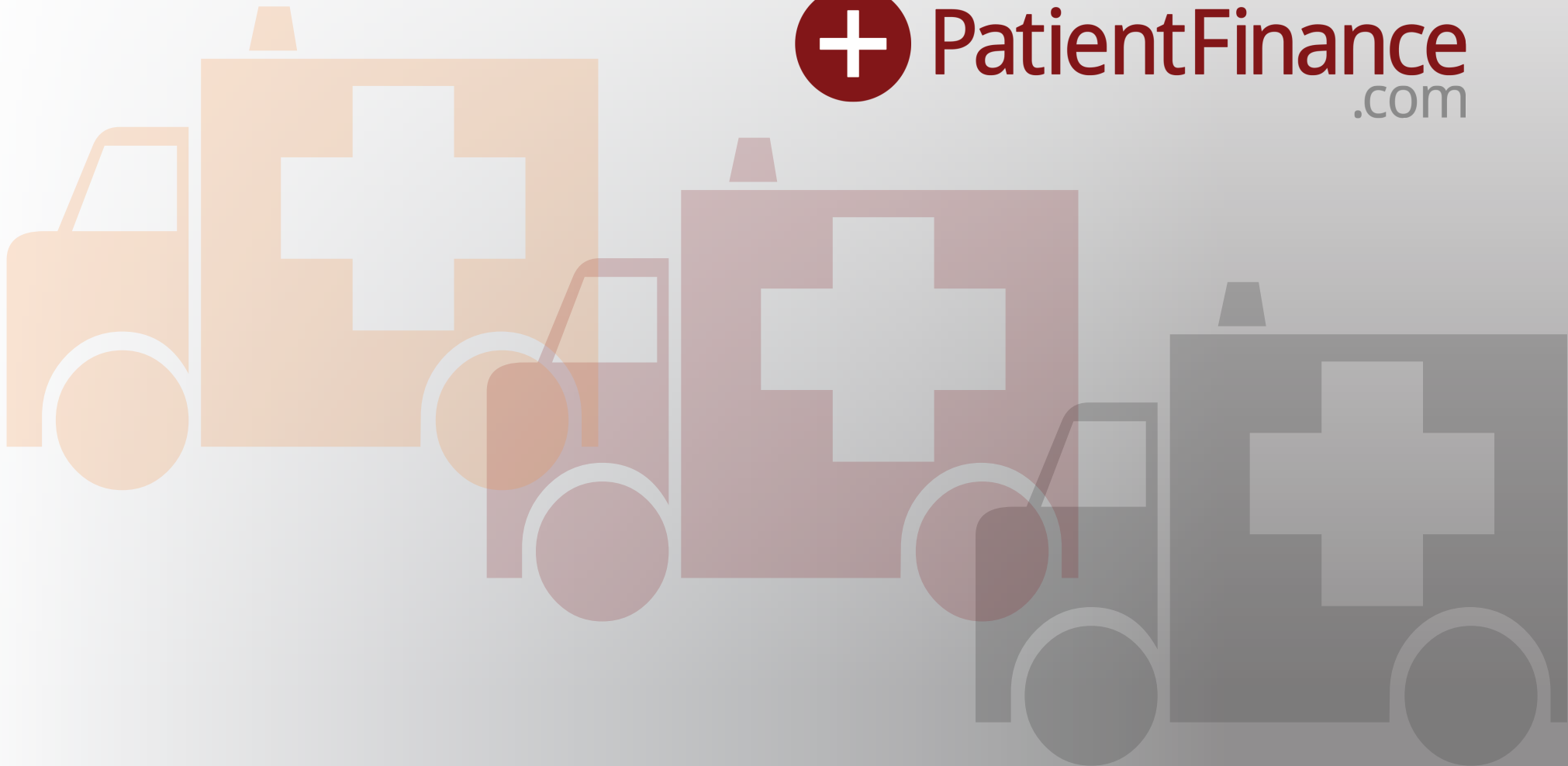
MEDIA KIT

2014



inside

PatientFinance
.com



ABOUT

insidePatientFinance.com

WHO WE ARE



insidePatientFinance.com is the only dedicated source of daily news and actionable information for healthcare business professionals who are responsible for increasing patient revenues and minimizing bad debt.

REVENUE CYCLE MANAGEMENT INDUSTRY KNOWLEDGE

We cover topics that affect the healthcare provider's bottom line. insidePatientFinance.com publishes the latest trends, best practices, white papers, case studies, and other actionable information to help all providers, from the largest hospital system to the smallest clinic, maximize revenue from Medicare, Medicaid, insurers, and patients without increasing bad debt.

OUR CORE VALUES ARE SIMPLE



Be essential to our clients' success. This means advising them truthfully, and providing value that advances their business.

Always strive to pass "the cringe" test. This means that we would be proud to stand behind anything we choose to publish, we set reasonable expectations with clients, and we "sleep well" given our business decisions.

Be accountable — to self, team, and client.



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WHAT'S NEW

Improve Patient Collections with Credit Card Program

CMS Announces Medicare Reimbursement Changes for 2014

SERVICE PROVIDER SPOTLIGHT

AMERICAN PROFIT RECOVERY INC.

Telephone: 800-771-0000
Location: 34405 W. 12th Road, Suite 379, Farm Hills, MO 63021

Specialties: Hospital Collections, Physician Groups, Other Medical Specialties, Debt, Early-Out, Third-Party Second Placements

See Full Service Provider Directory

DEBTS COLLECTION STATEMENTS

RevSpring

Debt Collection Drill: Letter Violation Lawsuits Rise; Learn to Avoid Them

The debt collection letter said, "Please send payment in full by such-and-such date," and the claim is that the letter did not provide any partial payment options -- when obviously the creditor would have been willing to (the argument goes) accept partial payments. The consumer attorney is arguing that by not including a partial payment option, the letter is misleading.

More & Kenneth's John Roseman and Mike Fenon look at letter errors -- and what you can do to protect your agency.

Read More

Are Some Hospitals Attempting to Profit from Victims of Accidents?

A common healthcare practice of filing liens on patients who have been treated following accidents has come under fire. Filing liens on patients who have been victims of accidents has long been a common practice in the healthcare industry. When the patient wins a personal injury settlement from an insurer as a result of the accident, the provider also receives for the medicare care it provided. But if a state like Alaska (AK Stat. 34.05) is to be believed, a local hospital has come under scrutiny for manipulating the system to not only receive costs, but allegedly renege profits.

Read More

News and Opinion

Secure, BE Pay Launches Powerful Healthcare Revenue Management Tool

Critical Access Hospitals Finding Additional Parts of Reals

Inspector General Proposes Identifying Most Critical Access Hospitals

Is Patient Engagement the Key to Future Revenue Cycle Success?

7 Tasks Your Revenue Cycle Could be Automating

Do you have a handle on patient payments?

DECA

Sharing valuable insights to help you build a successful healthcare collections program

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Featured Opinion

Harnessing the Power of Electronic Communication

Mickel McNewell: The changing debt landscape, combined with the on-going shift to a younger consumer demographic, is a compelling argument for ARM organizations to embrace electronic communication methods to support their ongoing paper communication programs. Balancing that shift with regulatory compliance, though, should be of foremost importance.

Post a Comment | Read the Whole Story

insideARM Jobs

Collection Manager - Cabo and Warner - Los Angeles/Woodland Hills, California

Sales Executive - Cabo and Warner - Reno, NV

Sales Consultant - CRUNCH, Inc. - Virginia

Collection Manager - National Credit Advisors, LLC - Chandler, Arizona

Featured ARM Event

September 9-12

Debt Connection Symposium & Expo 2013

Red Backs Health Law, Virginia

Denise and Judy Hammond present Debt Connection Symposium and Expo 2013, focusing on networking and connecting with clients, service providers, product suppliers, agencies, attorneys" at a whole new level. The conference is geared for Collections, Recovery, and Debt Sales professionals from Creditors, Healthcare, Collection Agencies, Collection Attorney Firms, Debt Buyers, and Related Industry Vendors. Learn more.

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HUNTING THE HEALTHCARE FINANCIAL TIME BOMB: CODING AND BILLING

Inside the balance sheets of many healthcare providers is a financial time bomb in the form of inadequate controls on coding and billing.

A new white paper by Grant Thornton, an audit, tax, and consulting firm, reveals that some healthcare providers practice "padding," and as a result, are at risk for fines, civil penalties, criminal sanctions, and bans from Medicare and similar programs.

Read more of today's top story >

HEALTHCARE NEWS

Washington Post 'Clarifies' Story About Uninsured and Obamacare

Health Insurance Exchanges: Helping Patients Find the Best Fit

CMS to Push RACs Harder to Root out Fraud

Whitepaper: Welcome to the Challenging World of Self-Pay Healthcare

DECA Financial Services Signs Marketing Agreement with Healthpac

Comments Pour into CMS on Medicare Physician Fee Schedule

Providers May Bear Burden for One-Size-Fits-All Insurance Exchanges

Managing Increasing Patient Account Volume: 5 Ways Volume Breaks Things

Whitepaper: 5 Ways Volume Break Things -- And How to Fight Back

Is it Too Late for Healthcare Collection Standards for Payers?

Deadline Extended for Medical Collection Guidelines Feedback

Saying 'No' to Pharma Reps: One Clinic's Story

HAMA, ACA Seek Your Input on Universal Medical Collection Guidelines

CMS Releases Final IPPS Rules for 2013-14

Four Steps to Avoiding ICD-10 Tragedy: Inform, Assign, Engage, Prepare

Providers Will Find Medicaid Eligibility a Moving Target in 2014

PATIENT FINANCE BLOGS

BOTTOM-LINE RESULTS MATTER

Whitepaper: Welcome to the Challenging World of Self-Pay Healthcare

DECA Financial Services Signs Marketing Agreement with Healthpac

Is Patient Engagement the Key to Future Revenue Cycle Success?

7 Tasks Your Revenue Cycle Could be Automating

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Forbes

Is it Too Late for Healthcare Collection Standards for Payers?

IPF on Forbes: Healthcare Volatility Felled by Collections

MEDICARE & MEDICAID

Hunting the Healthcare Financial Time Bomb: Coding and Billing

Washington Post 'Clarifies' Story About Uninsured and Obamacare

AFFORDABLE CARE ACT

Washington Post 'Clarifies' Story About Uninsured and Obamacare

Health Insurance Exchange Helping Patients Find the Best Fit

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- Directory of Collection Agencies
- Healthcare Finance Jobs Board
- insideARM.com: Accounts Receivables News

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KEY AREAS WE COVER

- Denials management
- Medicare recovery audit contractors
- Medicare reimbursement
- Revenue integrity

HOT TOPICS

- Implementing ICD-10
- Improving medical debt collection
- Maximizing Medicare, Medicaid, and payer reimbursement
- Optimizing denials management

OUR AUDIENCE

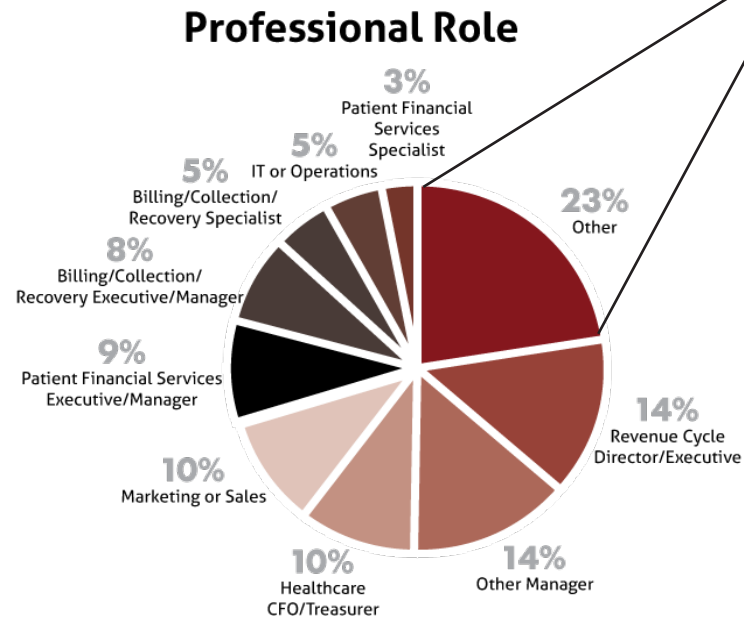
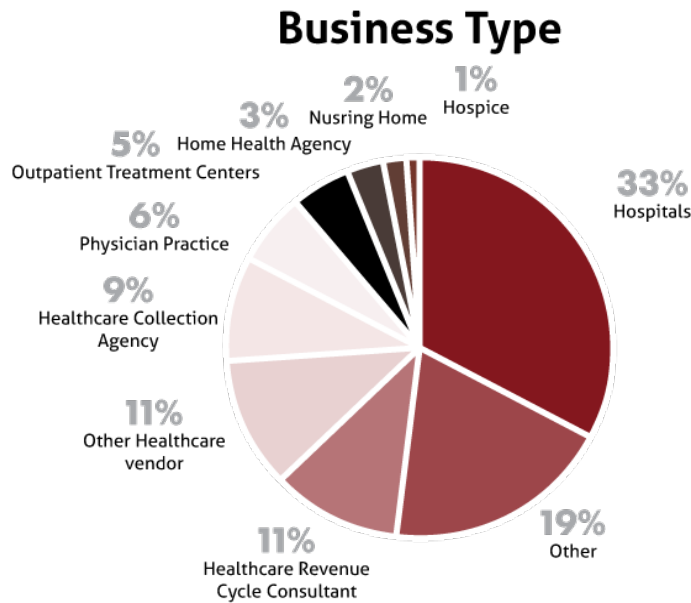
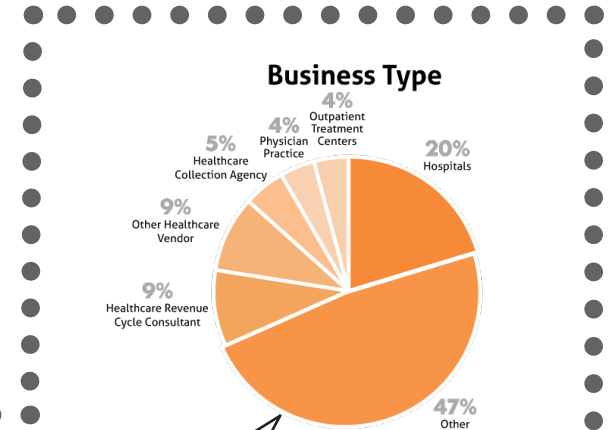
On average, insidePatientFinance.com has **4,633 unique targeted visitors per month**.

The site has an average of about **200 visitors a day**.

Every single day insidePatientFinance attracts the attention of new readers because of our actionable, informative content.

In 6 months of publishing in 2013, the number of pageviews **increased by a factor of 1.7** in comparison to 6 months of publishing in the previous year.

USER DEMOGRAPHICS



SUBSCRIBER SAMPLE

Below is a list of 50 organizations that have reader(s) of our publication.



- | | | |
|--------------------------------------|-----------------------------------|---|
| AHMC Healthcare Inc. | Insight Imaging | Rehabilitation Hospital of Indiana |
| American Health Network | IU Health | Rush University Medical Center |
| American Society of Plastic Surgeons | Joseph N. France General Hospital | St. Francis Hospital & Health Centers |
| Beacon Hospice | Kaiser Permanente | St. John's Health System |
| Cancer Treatment Centers of America | Lakeshore Bone & Joint | St. Luke's Woodlands Doctor Group |
| Children's Hospital of Philadelphia | Luther Manor Care at Home | St. Mary's Medical Center |
| Children's Memorial Hospital | Massachusetts General Hospital | St. Vincent Hospital |
| Cleveland Clinic | Medical Eye Center | Star Vascular |
| Community Health Network | Medical Weight Loss Specialists | Streamwood Behavioral Healthcare System |
| Connecticut Family Orthopedics, P.C. | MEDNAX National Medical Group | The Brooklyn Hospital Center HHS |
| Elkhart Clinic LLC | Memorial Hospital | The OB&GYN Center |
| ENT SpecialtyCare | Methodist Hospital | Trinity Health |
| Family Urgent Care | Methodist University Hospital | University of Chicago Medical Centers |
| Florida Hospital | Northwestern Memorial Hospital | Vanguard Health Systems |
| Franciscan Alliance | Physicians Anesthesia Service | Wyoming Medical Center |
| HeartPlace | Quest Diagnostics | |
| Helen Hayes Hospital | Radiology, Inc. | |
| Hospice Care Network | | |



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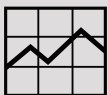
Simply write content for your company page to be distinguished as a thought leader to your targets. [Click here for more info.](#)

CUSTOM eNEWSLETTER



Be seen as a thought leader to your prospects by sending a consistent eNewsletter directly to their inbox. [Click here for more info.](#)

SURVEY



Obtain valuable insights from your prospects and use that information to help grow your business. [Click here for more info.](#)

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Easily develop new and original content with the help of the insidePatientFinance team and use it to gain exposure and generate qualified leads. [Click here for more info.](#)



WEBINAR



Expand your access and demonstrate your knowledge to a captivated audience of your qualified targets. [Click here for more info.](#)



CONTACT

information



We welcome you to contact us for more information or give us a call for a no-obligation consultation about your marketing goals.

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