



SearchAmerica
A part of Experian

news release

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SearchAmerica[®] Unveils Five E-Learning Modules for Health Care

New training programs equip hospital staff to manage sensitive face-to-face information while protecting a patient's dignity

Minneapolis, Minn., Oct. 8, 2009 — SearchAmerica[®], a part of Experian and a leader in financial clearing services for health care, today unveiled five new E-Learning modules designed to help hospitals and health care revenue cycle operations. As hospitals and health care systems tighten their budgets, staff training and education have been reduced. However, research shows that investing in training and education improves revenue cycle performance. SearchAmerica's new E-Learning modules equip frontline staff with the soft skills to manage sensitive situations with patients. The five modules have been tested at numerous hospitals in 2009 and are providing positive results and improved patient satisfaction.

SearchAmerica's new E-Learning modules address:

- Privacy, security and compliance
- Red Flags Rule
- Managing change
- S.A.M.E. Page (patient communications)
- SearchAmerica offerings

“Face-to-face communication with patients should be a positive experience for all; however, staff associates need essential soft-skills training to achieve this result,” commented Tina Eller, vice president of Revenue Cycle Services at SearchAmerica. “To address this challenge, we teamed with our customers to develop these E-Learning modules and then validated their effectiveness in real-life situations. We are pleased to provide educational resources that are proven to help health care providers consistently handle sensitive patient conversations with favorable human relations.”

The five modules are available from SearchAmerica, with courses starting at \$1,000. For information on SearchAmerica's E-Learning Modules, contact Bruce Nelson at SearchAmerica at 1 763 416 1000 or bruce.nelson@searchamerica.com.

About SearchAmerica Inc.

SearchAmerica, a part of Experian, leads the industry in financially clearing patients using address verification; prediction of payment; and automated screening for charity, Medicaid and other government programs with its Software-as-a-Service (SaaS) services. The company provides a complete range of products that are used by more than 500 hospitals to improve their revenue cycles. SearchAmerica's quality and accuracy is best in class, and health care providers benefit from smarter data, which produces a healthier bottom line. Documented case studies prove a significant return on investment, consistent with favorable public relations. For additional information, please contact SearchAmerica at 1 763 416 1000 or visit <http://www.searchamerica.com>.

About Experian

Experian[®] is the leading global information services company, providing data and analytical tools to clients in more than 65 countries. The company helps businesses to [manage credit risk](#), [prevent fraud](#), target marketing offers and automate decision making. Experian also helps individuals to check their [credit report](#) and [credit score](#) and protect against [identity theft](#).

Experian plc is listed on the London Stock Exchange (EXPN) and is a constituent of the FTSE 100 index. Total revenue for the year ended March 31, 2009, was \$3.9 billion. Experian employs approximately 15,000 people in 40 countries and has its corporate headquarters in Dublin, Ireland, with operational headquarters in Nottingham, UK; Costa Mesa, California; and São Paulo, Brazil.

For more information, visit <http://www.experianplc.com>.

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