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SearchAmerica and Novant Health to Present a Case Study on Self-Pay Segmentation at HFMA's ANI 2008 Conference

Minneapolis, Minn., June 17, 2008 – SearchAmerica, the leader in Software-as-a-Service (SaaS) solutions for automated charity processing and demographic validation, today announced that it has been selected to co-present with Novant Health at HFMA's ANI 2008 The Healthcare Finance Conference. Executives from both organizations will discuss the need for automating enrollment in charity care programs, especially with the new IRS 990 Schedule H going into effect in 2009, and how segmenting a patient population by likelihood to pay has reduced Novant Health's bad debt by fifty percent.

Conference attendees can attend this session, ***F11 Self-Pay Segmentation: Novant Health System Case Study***, on Thursday, June 26, 2008 at 2:30 pm. Speakers will include Tina Eller, Senior Director of Revenue Cycle Services at SearchAmerica and Lesa Klepper, FHFMA, Director, Triad CBO, Novant Health System.

Within the presentation, Ms. Eller and Ms. Klepper will discuss a new approach to self-pay accounts, how segmentation is achieved and its effect on collections, and the results of using SearchAmerica's Payment Advisor Suite with recommended industry best practices to achieve results including:

- Reducing its number of bad debt accounts by 50%
- Tripling its number of charity cases
- Decreasing its charity enrollment process time by 90%
- Increasing its recovery rate
- Reducing the amount of returned mail by 50%

ANI attendees can also learn more about SearchAmerica's solutions at **booth #1144**. A case study on Novant Health is available at <http://www.searchamerica.com/downloads/102007NovantCS.pdf>.

About SearchAmerica, Inc.

SearchAmerica leads the industry 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) solutions. The company provides a complete range of products that are used by more than 900 hospitals to improve their revenue cycles. SearchAmerica's quality and accuracy is best in class, and healthcare 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 Search*America* at 763-416-1000 or visit www.searchamerica.com.

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