



**SearchAmerica**  
A part of Experian

news release

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## **SearchAmerica® Unveils Next-Generation Red Flags Rule System for Health Care**

*Identifies possible medical identity theft and provides actionable advice to manage, report and monitor Red Flags Rule program compliance*

**Minneapolis, Minn., May 14, 2009** — SearchAmerica®, a part of Experian and a leader in financial clearing services for health care, today unveiled its Red Flags Rule system designed to help hospitals comply with the Red Flags Rule and Address Discrepancy Rule from the Federal Trade Commission (FTC). This advanced solution specifically identifies patient accounts using multiple criteria before flagging the account as a suspected medical identity theft occurrence, or “red flag.” Health care networks can use SearchAmerica’s solution to identify and properly respond to suspicious accounts while minimizing false red flags using its advanced filtering and intelligence.

“SearchAmerica has been leading much of the Red Flags Rule discussions in the health care community since it was unveiled by the FTC,” commented Daniel Johnson, president of SearchAmerica. “As experts in the identification and detection of address discrepancies and more, we designed this solution to specifically address the compliance requirements for the Red Flags Rule and Address Discrepancy Rule.

“To date, we have implemented this advanced system at several customer sites and have seen vast improvements to their red flag programs,” Johnson continued. “With this new system, hospitals will not be overburdened with managing these false-positive red flags, but instead will receive a service that makes Red Flags Rule compliance manageable and more accurate.”

The Red Flags Rule and Address Discrepancy Rule were established to curb identity theft in the United States and required companies, including most hospitals, to submit their written program to identify and manage “red flag” accounts by May 1, 2009. The core elements of the Red Flags Rule are identification, detection, and response to patterns, practices or specific activities known as “red flags.”

SearchAmerica’s Red Flags Rule system identifies red flag accounts using multiple criteria, including name, Social Security number, address, and credit report fraud alerts. In the event any of the above occurs, SearchAmerica’s system will automatically flag the account with a red flag icon to alert hospital staff of a possible identity theft. Customized

instructions will be returned to users, providing them with actionable advice and scripting to appropriately follow up with the patient as defined by each hospital's unique policy. SearchAmerica also provides a Red Flags Rule Report to help hospitals identify and track red flags over time.

Health care professionals can learn more about SearchAmerica's Red Flags Rule system at a one-hour Webinar on Wednesday, May 27, 2009, at 12:30 p.m. Central time. Registration is available at

<https://searchamerica7001.webex.com/searchamerica7001/onstage/g.php?t=a&d=557286150>.

#### **About SearchAmerica, Inc.**

SearchAmerica, a part of Experian, 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) 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 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 SearchAmerica at 1 763 416 1000 or visit <http://www.searchamerica.com>.

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