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Red Flag Rules Compliance Webinar to be Hosted by SearchAmerica

Minneapolis, MN., October 7, 2008 – [SearchAmerica](#), today announced an upcoming webinar, *Red Flag Rules Compliance*, to discuss the recent Federal Trade Commission (FTC) Red Flag Rules designed to reduce identity theft in the United States and how SearchAmerica's financial clearing solutions can aid compliance.

According to the FTC, the Rules require companies, including hospitals, to submit a written program to identify, detect and respond to 'red flag' accounts by November 1, 2008.

The 30-minute webinar will provide an overview of the Red Flag Rules and discuss how SearchAmerica's financial clearing solutions address the core components of the Rules – identification, detection, and response -- most often at registration or Point of Service, before non-emergency care is extended:

- Identification / Detection: SearchAmerica's unbiased verification of every patient's demographic information (address, age, social security number, etc.) performed at registration. Inconsistencies can constitute a 'red flag.'
- Response: Predetermined workflows that guide the registration process and financial relationship with a red flag patient using validated patient information from SearchAmerica.

"Identity theft is becoming a significant issue for hospitals and it is only expected to worsen as patients are increasingly responsible for more of their healthcare expenses," commented Daniel Johnson, President and CEO of SearchAmerica. "I often hear real-life stories from our customers of emergency room and self-pay patients who use identification stating the wrong gender, a significant age disparity, and inaccurate addresses in other regions. SearchAmerica's solutions automatically flag these questionable accounts at registration, and direct the conversation with the patient. By catching identity theft before tens or hundreds of thousand dollars of services are performed, a hospital is protecting itself and consumers with stolen identities. We are pleased to help our customers comply with the new FTC Red Flag Rules."

The event takes place on Wednesday, October 22, 2008, at 2:00 pm CST. Register today by emailing Julie Varnam at julie.varnam@searchamerica.com.

About the Red Flag Rules

The Federal Trade Commission (FTC), the federal bank regulatory agencies, and the National Credit Union Administration (NCUA) have issued regulations (the Red Flags Rules) requiring financial institutions and creditors to develop and implement written identity theft prevention programs, as part of the Fair and Accurate Credit Transactions

(FACT) Act of 2003. The programs must be in place by November 1, 2008, and must provide for the identification, detection, and response to patterns, practices, or specific activities – known as “red flags” – that could indicate identity theft. Information is available at <http://www.ftc.gov/opa/2007/10/redflag.shtm>.

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 1,000 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 763-416-1000 or visit www.searchamerica.com.

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