



**SearchAmerica**  
A part of Experian

## news release

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**SearchAmerica® unveils next-generation service to help hospitals better control patient receivables and increase collections**

*Collection Performance Advisor<sup>SM</sup> directs patient accounts to the most effective collection process and team to maximize financial performance*

**Minneapolis, Minn., June 14, 2010** — [SearchAmerica®](#), a part of Experian and a leader in financial clearing services for health care, today launched its newest service for hospitals, Collection Performance Advisor<sup>SM</sup>. The service equips hospital financial managers with a decision engine that uses advanced analytics and data to direct outstanding patient accounts to the appropriate collection team and outside agency to improve cash collections. Collection Performance Advisor also provides centralized reporting to monitor the performance of all collection resources using consistent metrics. It leverages proven best practices to deliver a comprehensive service to monitor and control health care receivables.

“Regardless of the industry, collections are growing increasingly more complex and challenging,” said Dan Johnson, president of SearchAmerica. “Hospitals need a simple way of applying analytics and data in order to route patient accounts to the most effective collection process. We developed Collection Performance Advisor to address these challenges, leveraging Experian’s vast collection expertise and direct input from many of our health care clients nationwide.”

The new Collection Performance Advisor service yields collection decisions based on a hospital’s unique objectives and industry best practices to help hospitals:

- Increase patient cash collections
- Objectively measure and compare performance of all collection resources
- Assign patient accounts to the best-suited collection team or outside agency
- Track patient populations and payment performance to optimize collection processes
- Gain visibility of collection performance through centralized reporting
- Benchmark collection team performance against one another and industry peers
- Forecast future cash collections and bad debt reserves

Collection Performance Advisor, teamed with SearchAmerica's industry-leading Payment Advisor Suite®, provides hospitals with a patent-pending, end-to-end decisioning system to maximize collections in an era of increasing patient liabilities. For information on SearchAmerica's revenue cycle services, email the company at [info@searchamerica.com](mailto:info@searchamerica.com) or call us at 1 763 416 1000.

#### **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 financial assistance with its Software-as-a-Service (SaaS) services. The company provides a complete range of products that are used by more hospitals nationwide than other financial clearing solutions. SearchAmerica's quality and accuracy are 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 90 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, 2010, 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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