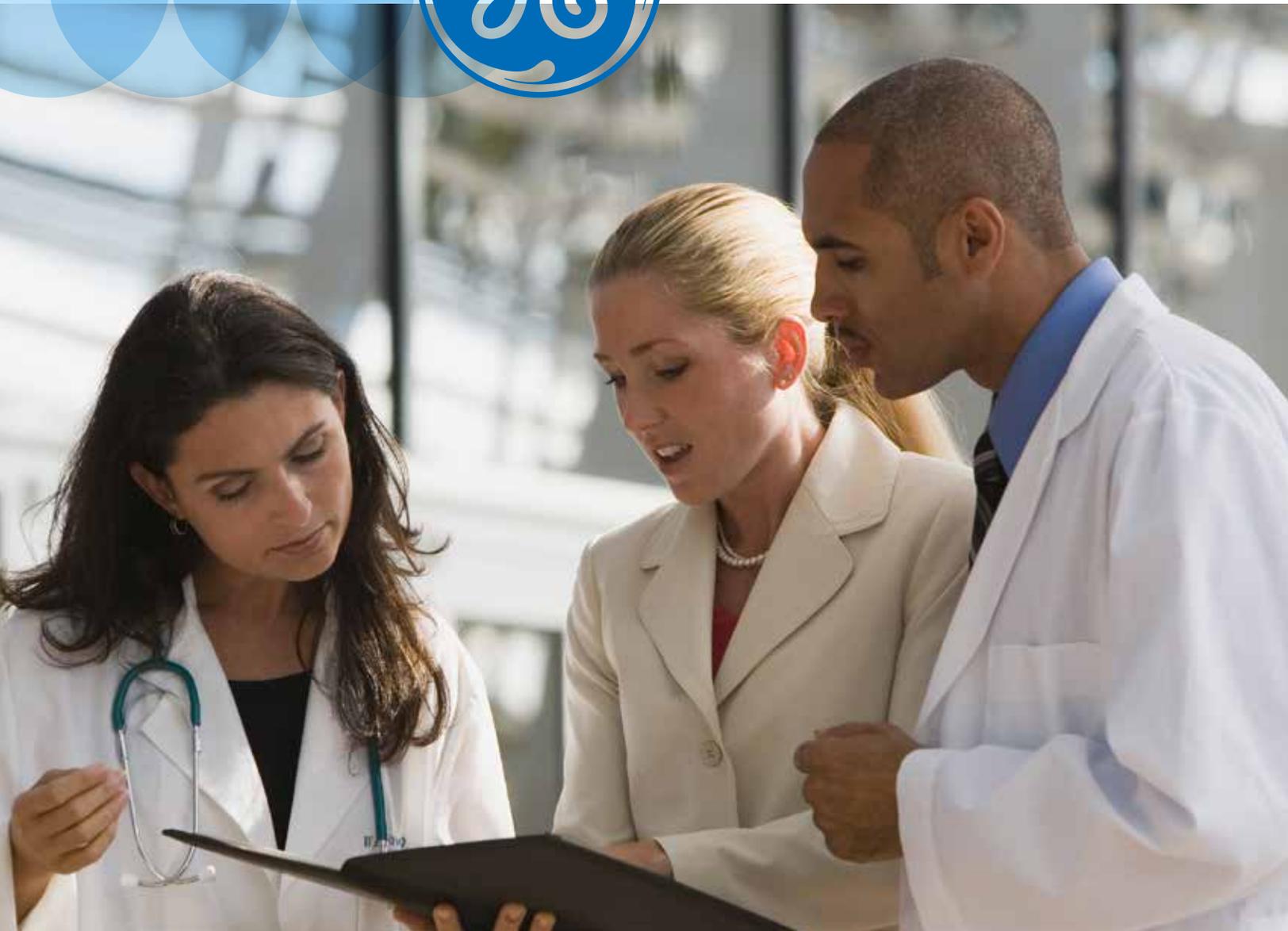


GE Healthcare

Centricity™ Solutions

Financial Management for Large Practices



“Our organization has saved not only time and resources with the automated workflows and low-touch billing aspects of Centricity Business: we have been able to create work lists that allow us to pass information between our practices and our central business office, so we can communicate a lot more efficiently.”

**Jose Rivera, Corporate Director Physician
and Professional Services,
Orlando Health**



Healthcare is changing.

Never before has revenue cycle performance been more important. Healthcare's shift from volume- to value-driven payment is transforming the delivery of patient care, increasing the focus on managing both care outcomes, and margins across multiple settings and providers. Now, by combining efficient, automated workflow with data-driven, actionable insights, your practice can thrive in the midst of change.

The total NHE that Physician and Clinical Services accounted for:

Demand for ambulatory services is increasing.



1980

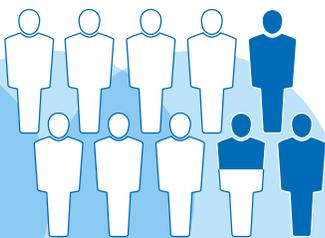


2012¹

¹ CBO, "Letter to the Honorable John Boehner Providing an Estimate for H.R.6079, The Repeal of Obamacare Act," July 24, 2012.

Profitability is under pressure.

11 million Americans are projected to gain health insurance coverage in 2014...



26% will be previously uninsured.

Costs are going up and reimbursements are going down.

Commercial reimbursement models are becoming more complex and out of pocket payments more difficult to manage. According to current projections, healthcare organizations can expect \$56 billion less in Medicare and Medicaid DSH payments by 2022.² The only thing more critical than growing revenue? Decreasing the cost to collect.

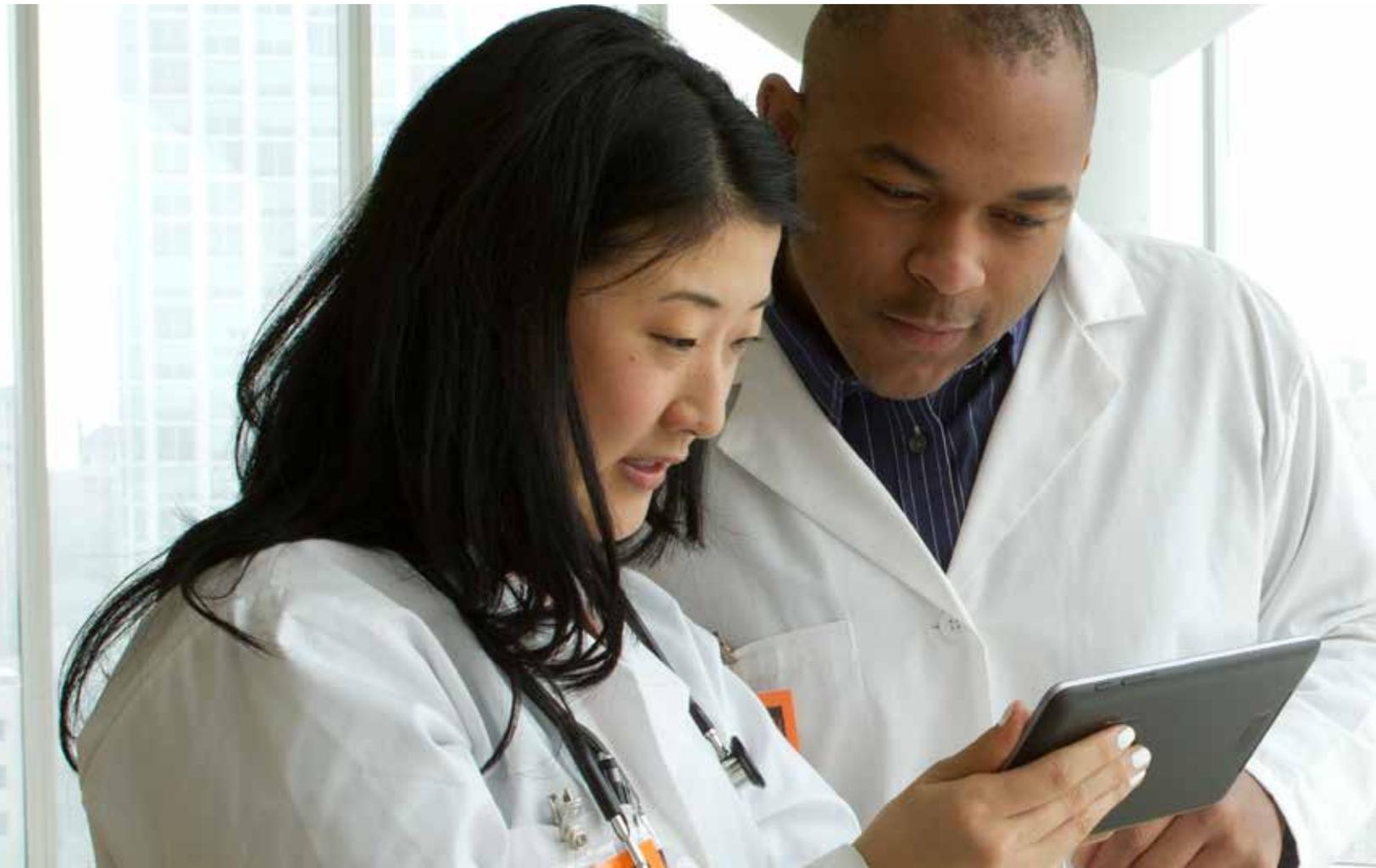
Capacity is shifting

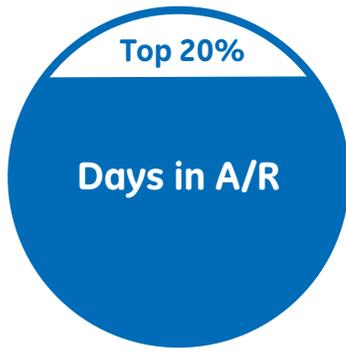
Physician and Clinical Services are increasing while Hospital Care is decreasing as a percent of National Health Expenditure, increasing patient volume and financial complexities for ambulatory practices.² Organizations will be more pressed than ever to have efficient and effective revenue cycle management in place.

² Frost & Sullivan, U.S Physician Revenue Cycle Management report, 2013.

Success depends on strong financial management solutions.

Optimize revenue collection operations and improve productivity today, while preparing for new payment and care models on the way. The right financial management solutions are key to both.





The top 20 percent of Centricity™ Business ambulatory customers' days in A/R is 27 or less, 10% lower than industry top performers.³

³ MAP Awards 2013-2014 HP Data

Executives need comprehensive analytics to...

Optimize collections through improved point-of-service collections and workflows to ensure that claims are clean, prior to submission.

Reduce cost-to-collect with automation that helps improve efficiency by removing touch points and increasing effectiveness of staff and processes with tools such as integrated EDI for stronger payer connectivity.

Lower net A/R days by turning accounts receivable into cash more efficiently.

Reduce denials by improving cash collections, addressing and planning for healthcare reimbursement reform, and increasing staff productivity.

Revenue cycle managers need powerful tools to...

Manage the revenue cycle from end to end. Control all aspects of front- and back-end activities to enhance visibility and to optimize KPIs.

Actionable insights presented on easy to understand dashboards that pinpoint opportunities for financial improvement and automation to help deliver workflow efficiency. Detailed, task-level revenue cycle auditing addresses issues with user specific work lists and improves performance by identifying high priority tasks through rules based logic.

Handle increasing claim volume and complexity without additional staff. Improve claims processing with exception-based workflows that help maximize productivity.

You may not know...

A single, consolidated approach to managing both hospital billing and ambulatory billing can help improve visibility and control of financial performance.

Optimized collections

Top quartile achieve

>

90%

1st pass clean claim rate⁴

⁴GE Healthcare customer metric program.

Your financial challenges drive our priorities

GE Healthcare helps executives minimize risk, maximize margin and enhance growth. Centricity Business is a powerful revenue cycle management system that creates the actionable insights ambulatory organizations need to...

Enhance efficiency

Centricity Business provides a single, comprehensive view of financial metrics for managers and a streamlined experience for patients, from scheduling to a single view of patient financials. Immediate access to enterprise-wide revenue cycle data provides a more comprehensive view into a patient's financial record for faster problem resolution and enhanced customer service.

Maximize margins

Centricity Business is reform-ready, and combines automated, enterprise-wide revenue cycle management to help physician practices navigate regulatory hurdles like ICD-10 and operationalize key healthcare payment reform models.

Minimize risk

Centricity Business helps minimize operating risk with automation and enterprise-wide, exceptions-based task management. Bundle Care Manager and Centricity Financial Risk Manager modules help manage payment and contracting risks associated with new payment models such as bundled care, shared savings and capitation.

Drive positive clinical and financial outcomes

Centricity Business' productivity assessments, business analytics and customer metric programs allow practices to benchmark, measure and improve financial performance from patient check-in to A/R follow up.

Improve point-of-service collections

Centricity Business' alert manager, ETM and pre-arrival work lists can help increase point of service collections; optimization services can help increase them even more.

Support interoperability

GE's three-pronged approach to interoperability is comprised of investment – over \$11 million in 2014 alone – collaboration with leading standards bodies, and experience integrating with all leading EMR. Together, they strengthen enterprise-wide transparency and control.

Children's Orthopaedic and Scoliosis Surgery Associates⁵

Reduced days in A/R



Schumacher Group Medical Billing⁶

Reduced manual payment posting

> 50%

Orlando Health⁷

Monthly claims volume grew 50% with only 20% staff increase



2011

⁵ Children's Orthopaedic and Scoliosis Surgery Associates

⁶ Schumacher Group Medical Billing

⁷ Orlando Health

Commitment to industry standards

GE Healthcare plays an active role in the leading standards bodies. Our engineers provide thought leadership throughout the standards development—writing and developing standards in organizations like HL7 and DICOM, creating interoperability use cases in bodies like IHE and Continua Health Alliance. GE Healthcare is positioned to help guide and promote these standards worldwide, influencing national and regional adoption throughout the healthcare industry.



GE is the right partner to help you move forward.

GE Healthcare's extensive Integrated Care Solutions portfolio offers software-enabled solutions that harness the power of integrated clinical and financial data to help you improve operational efficiency, clinical quality, and financial performance.

Our Integrated Care Solutions empower providers to transform information into insights – liberating and creating value from data in order to accelerate workflows, streamline processes, and improve analytics capabilities. The result? The organization can enhance clinical and financial outcomes while giving patients a more informed and proactive healthcare experience.

“Prior to our relationship with GE, we really had no idea what type of denials we had. Once we implemented Centricity Business, we became very exception driven and highly automated with great flexibility to add additional physicians very, very quickly into our infrastructure. That is huge as we have been developing our physician enterprise.”

Keith Eggert
Vice President Revenue Management
Orlando Health



www.gehealthcare.com

GE Healthcare provides transformational medical technologies and services that are shaping a new age of patient care.

Our broad expertise in medical imaging and information technologies, medical diagnostics, patient monitoring systems, drug discovery, biopharmaceutical manufacturing technologies, performance improvement and performance solutions services help our customers to deliver better care to more people around the world at a lower cost.

In addition, we partner with healthcare leaders, striving to leverage the global policy change necessary to implement a successful shift to sustainable healthcare systems.

Imagination at work

GE Healthcare
540 West Northwest Highway
Barrington, IL 60010
U.S.A.
www.gehealthcare.com