



FOR IMMEDIATE RELEASE

Conemaugh Health Initiatives Selects MPV for Payor Contract Oversight

MPV Phynance™ to help practice identify payment errors and maximize the value of its payor contracts

AUSTIN, Texas. – March 20, 2007 – Medical Present Value, Inc. (MPV), a leading provider of financial tools and expert services to manage payor contracts and audit reimbursement, today announced a new contract with Johnstown, Pa.-based Conemaugh Health Initiatives. The 100-physician practice is a part of Conemaugh Health System, the largest healthcare provider in west central Pennsylvania.

Conemaugh Health Initiatives is partnering with MPV to streamline payor contract management and payment verification processes. MPV's contract analysts will define and model the terms of Conemaugh Health Initiatives' payor contracts into the Web-based MPV Phynance application, which values healthcare claims based on the terms of each individual payor contract. The team also maintains a database of client-specific contract terms, fee schedules and payment policies and continually updates Medicare, state and other payment rules to ensure claim pricing is accurate. This approach to payor contract management will allow the practice to better identify payment variances and maximize reimbursement.

"We have been looking for a viable solution that would allow us to reduce revenue losses stemming from contractual underpayments," said Elaine Lambert, president of Conemaugh Health Initiatives. "With the comprehensive approach that MPV offers, our practice will be able to operate more efficiently and effectively, particularly in the area of payor contract oversight."

The practice will also use Phynance to further enhance its reporting capabilities. In addition, it can use the data stored in the Phynance application to model the financial implications of carve outs, alternate fee schedules and modifier rules during future negotiations with payors.

"Tracking and recovering contractual underpayments has become increasingly difficult over the years, and groups like Conemaugh Health Initiatives are looking to MPV to streamline their payor contract monitoring efforts," said Tom Stampiglia, CEO of MPV. "By using Phynance, the practice will gain a better understanding of its contracts, increase the number of successful appeals and enhance its revenue stream."

About MPV

MPV provides medical groups with financial tools and expert consultative services to monitor payor performance, verify reimbursement, reduce registration, coding and posting errors, negotiate better contracts and improve overall cash flow. Serving more than 27,000 physicians nationwide, MPV gives clients better control of their payor contracts, improves workflow efficiency and strengthens the bottom line. For more information, please visit www.mpv.com.

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