



FOR IMMEDIATE RELEASE

Bright Medical Associates Partners with MPV to Optimize Reimbursement and Streamline Payor Contract Management

Group will use MPV's Web-based Phynance™ application to detect underpaid claims

AUSTIN, Texas. – October 23, 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 seven-year contract with Bright Medical Associates to automate payor contract management processes and evaluate overall contract performance.

The 55-physician, multi-specialty group based in Whittier, Calif., will utilize MPV's combination of contract definition and modeling services and claims valuation technology to:

- Better understand complex payor contract terms and their effect on the revenue cycle;
- Detect claims paid at less than the contract rate;
- Flag potential registration and posting errors;
- Aggregate and submit contract-based appeals;
- Analyze proposed contract terms during payor negotiations; and
- Improve operational efficiency.

"Manual management of payor contracts makes it very difficult to catch payment variances and analyze contract performance," said Jennifer Jackman, CEO at Bright Medical Associates. "Our partnership with MPV will provide us with the needed resources to make informed decisions about proposed contract terms. We will also be able to optimize revenue by identifying underpaid claims and streamlining workflow."

Additionally, MPV will enable the group to accurately calculate insurance allowables and use applicable deductibles, co-insurance and other patient responsibilities to determine co-payments. Delivering these estimates to patients at or before the time of service helps eliminate payment delays and increase time of service collections.

"Bright Medical Associates' selection of MPV will result in more effective revenue cycle management and increased workflow efficiency," said Tom Stampiglia, CEO of MPV. "With MPV's services and technology, the group can verify the accuracy of its reimbursement and improve overall cash flow."

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 22,000 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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Press Contact:
Merideth Fulton
512-439-0201
mfulton@mpv.com