



FOR IMMEDIATE RELEASE

UNC Physicians & Associates Select MPV to Detect Payment Variances and Track Payor Compliance

1,200-provider practice to use MPV's combination of services and Web-based technology to streamline payor contract management workflow

AUSTIN, Texas. – December 11, 2007 – University of North Carolina (UNC) Physicians & Associates, the medical group faculty practice plan for The University of North Carolina at Chapel Hill School of Medicine, has selected Medical Present Value, Inc. (MPV) to automate its payor contract management processes. By utilizing MPV's financial tools and contract analysis services, the multi-specialty group practice will be able to monitor the accuracy of its reimbursement, detect payment variances at the line-item level and negotiate more favorable contracts.

"Many of our colleagues across the country have reported positively on their use of MPV's tools to aid their academic medical group in maximizing revenue," said Keith Gran, Chief Operating Officer of UNC Physicians & Associates and Chief Revenue Cycle Officer for the UNC Health Care System. "We think MPV's familiarity with all of our key payors, as well as their insights into the reimbursement issues that practices like ours face on a daily basis, will be of great benefit to us. With the ability to value healthcare claims and verify that they abide by contract terms, we can improve revenue cycle management across the practice."

MPV contract analysts will load the practice's individual payor contract terms line-by-line into the Web-based Phynance™ application, which will allow the group to determine expected reimbursement for medical claims and identify contractual underpayments. UNC Physicians & Associates can then use the contract information that is fully defined and modeled in Phynance to evaluate overall contract performance and to assess the terms of proposed contracts during negotiations with payors. In addition, this information can be used to calculate expected patient balances at or before the time of service, and to generate comprehensive undercharge reports that will allow the group to optimize its chargemaster.

"For years, we have relied on our staff to maintain payment rules and contract details in order to identify underpayments and track variances. By choosing MPV, we will be able to utilize a payor compliance strategy that is focused more on the results and less on the process itself," said Scott Trott, director of managed care at UNC Physicians & Associates. "Moreover, this approach will show the clinical departments in the School of Medicine that our practice plan is doing a robust job of ensuring they are being reimbursed accurately for every service they provide."

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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