



FOR IMMEDIATE RELEASE

Dayton Physicians, Esse Health, Lakeside Systems, Inc. and viaHealth Select MPV to Monitor Payor Compliance, Enhance Patient Satisfaction

Groups representing 400-plus providers to automate payor contract management processes and pre-service treatment estimates through use of MPV Phynance™

AUSTIN, Texas. – August 19, 2008 – Medical Present Value, Inc. (MPV) has signed contracts with four multi-specialty groups to help them optimize payor contract performance and negotiate more favorable contract terms through the use of its Web-based Phynance application.

The groups partnering with MPV include:

- viaHealth, a Rochester, New York-based group with 175 providers;
- Lakeside Systems, Inc., a 130-physician practice based in Agoura, Calif.;
- Esse Health, located in St. Louis, Mo. with 97 providers; and
- Dayton Physicians, a 32-physician practice based in Dayton, Ohio.

“MPV will enable us to ameliorate the performance of our payor contracts, which is extremely important in today’s era of declining margins,” said John Midolo, vice president of ViaHealth. “In addition, MPV will help us create a negotiation strategy for new contracts by modeling proposed terms in Phynance to identify associated financial implications.”

By using Phynance, the practices will be able to oversee payment accuracy, identify underpayments and improve payor contract management processes through the monitoring of contract terms, fee schedules and payment policies. When negotiating new contract terms, the groups will have the ability to analyze proposed terms based on the mix of services provided and factors that will have the greatest affect on reimbursement.

“After a recent merger, we grew from 18 physicians to more than 130, significantly increasing our billings,” said Marvin Kanter, M.D., chairman of the board at Lakeside Systems. “This growth demonstrated that our manual management of payor contracts was inadequate and led us to research technology to automate these processes. MPV afforded us a range of functionality and addressed all our needs, from ensuring that we catch underpayments to providing upfront estimates for a patient’s financial responsibility.”

Physician groups using Phynance can apply deductibles, co-insurance and other patient responsibilities within the application to determine the patient’s out-of-pocket expenses. As patients become more responsible for their healthcare expenditures, providing estimates before the time-of-service can improve patient satisfaction and reduce patient bad debt.

About MPV

MPV helps medical groups to maximize practice revenue and meet the demands of healthcare consumers by combining technology and consultative services to fully automate eligibility verification; reduce patient write-offs; monitor payor contract compliance; recover underpayments and negotiate better contracts.

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