

Connance Enters Collaboration to Optimize Patient Pay Operations Within the Healthcare Revenue Cycle

Connance's Patient Pay Optimization Suite now part of GE Healthcare's Centricity™ Partner Program

BOSTON – May 24, 2018 – Connance, a healthcare leader in predictive analytics to personalize the financial experience, today announced its participation in GE Healthcare's Centricity Partner Program to offer Connance's uniquely positioned Advanced Propensity to Pay solution to GE Healthcare's Centricity customers. This new collaboration will enhance Centricity's Revenue Cycle solutions with a non-credit, propensity to pay predictive analytics and end-to-end workflow. This solution drives a multi-channel, predictive-driven patient engagement approach to manage cost-effective patient collections and superior patient satisfaction.

"We take immense pride in our Centricity Partner Program and carefully verify complementary solutions applicants to the program," said Neeti Gupta, director of Independent Software Vendor marketing programs at GE Healthcare. "By adding Connance as a partner, our customers can select a well-designed revenue cycle predictive analytics and workflow solution that helps to lower costs, increase collection and meet the changing consumer-driven healthcare business model."

The Connance Advance Propensity to Pay solution can be leveraged both pre- and post-service to deliver a more satisfying and personalized financial experience for patients and staff while driving higher collections and lowering overhead costs. This solution enables immediate productivity and improved collections through:

- **Predictive Analytics Quarterback Workflow:** Connance's proprietary account segmentation provides guidance to staff on effective communication strategies and pertinent outreach methods.
- **End-to-End Flow Control:** Comprehensive coordination of a multi-channel communication platform enables versatile and effective approaches in patient outreach.
- **Robust Performance Management:** Reports and dashboards allow for understanding of the account collection rate performance by segments and staff productivity.

"Due to the ever-increasing adoption of high-deductible plans, patient-pay receivables have become significant in all areas of healthcare and are on a trajectory for continued growth," said Lori Jones, chief revenue officer, Connance. "Compounding this problem, patients remain confused and surprised by their new financial responsibilities, requiring new strategy, skills and tools for providers looking to deliver a truly satisfying patient experience. We are excited for this new partnership since we are both innovators within the healthcare industry and focused on enabling today's providers to deliver care in the best way possible. Connance has stepped up to this growing challenge of consumer financial engagement across the industry and is excited to work with GE Healthcare."

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About Connance, Inc.

Connance is the healthcare industry's leading provider of predictive analytics solutions that personalize the financial and clinical experience for patients. Transforming the revenue cycle and value-based care delivery, Connance leverages data science, integrated to workflow to drive enhanced performance. Connance delivers Patient Pay Optimization, Reimbursement Optimization and Value-Based Risk solutions that combine Connance data, hospital data and consumer data to stratify patients based on social determinants to predict behavior and provide actionable insights to improve net income and patient outcomes. Connance solutions connect more than 500 hospitals, thousands of physician



practices and other clinical locations and more than 80 collection agencies nationwide creating the largest research database of its kind. For more information, call (781) 577-5000 or visit our [website](#).