



FOR IMMEDIATE RELEASE

Cymetrix Launches Innovative Business Intelligence Portal with Advanced Analytics

Irvine, CA – January 31, 2012 – Cymetrix, a national leader in providing healthcare organizations and hospital-affiliated physician practices with comprehensive revenue cycle management solutions, today announced its ground-breaking Business Intelligence (BI) Portal which is accessible through a mobile device at the HFMA Region 11 Healthcare Symposium in Las Vegas. The BI Portal delivers complete performance transparency with advanced analytics, offering real-time key performance indicator dashboards and reports on demand.

The web-based BI Portal utilizes proprietary technology enabling customers to view and monitor end-to-end revenue cycle key performance indicators from the highest level down to the individual patient account detail, giving customers drill-down and click-through capability. It also offers the ability to monitor individual team member productivity.

“Cymetrix’s BI Portal affords our customers the unique ability to easily maintain command and control at their fingertips when outsourcing their revenue cycle processes to us,” said Michael Halberda president and CEO. “In support of our partnerships, it is our philosophy to be transparent while managing our customers’ defined scope of service. Our proven comprehensive revenue cycle management expertise allows us to provide transparency with confidence.”

Cedars-Sinai Health System was one of the first customers to receive the new BI Portal. “Having the ability to access data and reports from a mobile device creates complete visibility in our partnership,” said Hank Smither, director of patient financial services at Cedars-Sinai Health System. All Cymetrix customers will have a personalized BI Portal within the next quarter.

“It is essential that our customers have the ability to seamlessly share real-time data,” said Ken Fox, vice president of software engineering. “The BI Portal was designed with the customer in mind to increase productivity and reduce costs while capturing more data and providing advanced analytics and reporting.”

“Cymetrix continually enhances its technology platform to ensure our customers receive the most value from our partnership – such as our new BI Portal,” said Del Davenport, senior vice president and CIO. “We have not seen an application like this in the industry today.”

About Cymetrix

Cymetrix (www.cymetrix.com) is a comprehensive revenue cycle management company providing healthcare organizations and hospital-affiliated physician practices with end-to-end revenue cycle solutions that deliver sustained improvement in performance and profitability. A privately held Delaware Corporation, Cymetrix has corporate headquarters in Irvine, Calif., and business processing centers in Los Angeles, Dallas, and Nashville. Cymetrix's equity partner is Riordan, Lewis & Haden, a private equity investment company based in Los Angeles.

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