



# NEWS RELEASE

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## ***UW Medicine Retains Cymetrix for Extended Business Office Services***

***Cymetrix provides revenue cycle management solutions to health systems including predictive payment modeling, automated workflows and performance monitoring tools developed specifically for patient liability collections.***

SEATTLE and IRVINE, Calif. – Aug. 19, 2010 – Cymetrix, a leader in providing hospitals and healthcare networks with comprehensive revenue cycle management solutions, announced a collaboration with UW Medicine to provide self-pay accounts receivable management services. Cymetrix’s experience with the Epic patient accounting system and its proven ability to increase the collection of self-pay balances was instrumental in UW Medicine’s decision to select Cymetrix.

Like many hospital systems across the country, UW Medicine was looking for a partner to make a positive impact on its internal efforts to effectively collect from patients with inadequate or no insurance. Cymetrix’s commitment to excellence including customer and patient satisfaction was a top requirement for UW Medicine and will be instrumental in the development of a collaboration focused on serving patients.

“Cymetrix is one of the few companies that is certified and trained on Epic and we’re confident that its expertise and technology will blend seamlessly with our team to manage our patient liability collections, while at the same time be completely transparent to our patients,” said Charles Brown, Associate Administrator of Revenue Cycle at UW Medicine. “With our recent system conversion to Epic, we saw Cymetrix’s ability to manage accounts efficiently while enhancing patient satisfaction as critical to our success.”

“Our patient financial service specialists and comprehensive revenue cycle management solutions are designed to help hospitals and healthcare providers achieve better revenue cycle performance, lower costs, and leverage technology with a seamless revenue cycle process,” said Vice President of Western Region Sales Satchel Kiefer. “Our self-pay solution has shown proven results with other hospitals in the North West and across the country. It is a transparent solution that provides optimal financial results and improves patient satisfaction for hospitals

seeking an efficient and effective way to better serve the growing population of self-pay patients.”

Cymetrix will provide services to two of the three medical centers in the UW Medicine system, UW Medical Center and Harborview Medical Center. UW Medical Center is one of the nation’s top 100 hospitals according to US News and World Reports 2010. Harborview is a world renowned Level One adult and pediatric trauma and burn center.

### **About UW Medicine**

UW Medicine trains new physicians and medical scientists, researches health and disease, and provides primary care and specialty care to patients from Seattle and across the Pacific Northwest. The UW Medicine health system includes Harborview Medical Center, UW Medical Center, Northwest Hospital & Medical Center, UW Medicine Neighborhood Clinics, UW School of Medicine, UW Physicians, Airlift Northwest and the UW's partnership in the Seattle Cancer Care Alliance with Seattle Children's and Fred Hutchinson Cancer Research Center.

UW Medicine has major academic and service affiliations with Seattle Children’s Hospital, Fred Hutchinson Cancer Research Center, and the Veteran’s Affairs Puget Sound Health Care System in Seattle and the VA Hospital in Boise. The UW School of Medicine is the top public institution for biomedical research in funding received from the National Institutes of Health. Among its 2,002 regular faculty and 4,874 volunteer and part-time faculty are four Nobel Laureates, 32 members of the National Academy of Sciences, and 33 members of the Institute of Medicine. For more information about UW Medicine, visit <http://www.uwmedicine.org/>

### **About Cymetrix**

Cymetrix ([www.cymetrix.com](http://www.cymetrix.com)) creates comprehensive revenue cycle solutions for hospitals and healthcare networks. Using its proven Adaptive Revenue Cycle Model, Cymetrix identifies opportunities for new efficiencies that deliver results in performance and profitability. A privately held Delaware Corporation, Cymetrix has corporate headquarters in Irvine, Calif., and business process outsourcing 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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