

INGENIX®

Transaction Exchange: Payer Partner Marketing

Executive Summary

As your business faces the challenges and transactions mandated by HIPAA, Ingenix can help increase efficiencies and profitability by providing the applications and vendor integration required by providers offices to effectively conduct business electronically with "all" payers.

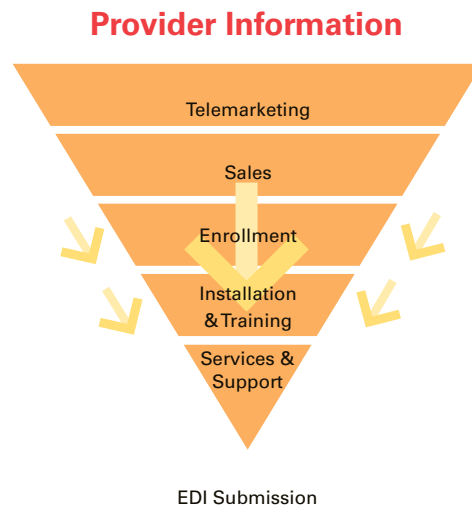
We understand the increasing importance of e-commerce in your business. Through the recent acquisition of ENS, Ingenix provides payer partner-marketing services as a part of our comprehensive Ingenix Transaction Exchange solutions. Our proven marketing campaigns are designed to benefit payers and delivers simple tools, complete training, quality marketing, and ongoing support required to successfully get your providers connected and conducting business electronically.

Payer Partner Marketing Value:

- Increased electronic claim transactions
- Increased utilization of real-time eligibility and claim status
- Increased utilization of electronic remittance and electronic payments
- Boost provider EDI awareness and education
- Tools and reporting training

Overview

Ingenix is confident that a focused marketing campaign, with the assistance of the payer, will enable your company to achieve its electronic transaction goals. We will apply our expertise and years of proven experience to create a sales and marketing program that meets your specific needs in enrolling new network physicians and ancillary providers with EDI capabilities.



Increased Electronic Transactions

Our goal is to not only increase the number of electronic transactions received from providers for the health care payers, but to also be the integrator and implementer facilitating the additional administrative transaction capabilities relevant to HIPAA legislation.

Simple Tools and Complete Training

Ingenix delivers the simple tools, complete training, quality marketing, and ongoing support required to successfully connect your providers by offering:

- Free educational EDI seminars and webinars for your providers
- Direct mail campaigns offering discounted sign-up fees
- One-on-one sales consultation with your top paper submitters
- Ingenix presence at provider relations meetings

Key Features

Ingenix understands the increasing importance of e-commerce in your business. Our proven marketing campaigns are designed to benefit our payer partners to achieve the following results:

- **Successfully migrate providers from labor/paper intensive processes to e-commerce**
- **Reduce phone calls to payers' customer service department through the usage of electronic claim status, eligibility verification & referrals**
- **Reduce administrative costs and increase efficiency by decreasing paper claim forms, payment forms, and paper checks**
- **Provide expanded electronic connectivity options to providers for "all" payers and ensure compliance and value**

Getting Started

Our service advisors will work with you to implement a co-branded program built around your needs and built on your specific provider network. To implement this, the following are required:

- Contractual marketing agreement supporting the marketing initiatives
- Your network provider list with contact and volume details in order to initiate marketing outreach
- Permission for logo usage in co-branded, direct marketing efforts

Ingenix | Intelligence for Health Care | www.ingenix.com

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