

FF

FALL FORUM

Hyatt Regency | Chicago
November 3-5, 2021



Text “ENTER HERE” to 96997
for this sessions Handouts

Future of Healthcare Collections – How Technology is Changing the Game

Michael D. Lamm
Managing Partner- CAS
MLamm@corpadvisorysolutions.com



FF 
FALL FORUM
Hyatt Regency | Chicago
November 3-5, 2021

© 2021 ACA International

Regulation F Impact



- Inbound calling efficiency
- Price transparency will cause higher liquidation rates
- Use of addresses email, voice mail, text, and social media
- Investment into technology and compliance



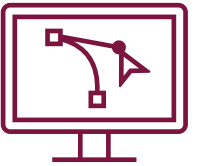
FF 
FALL FORUM
Hyatt Regency | Chicago
November 3-5, 2021

© 2021 ACA International

Technology Changes in the Industry

- Omnichannel Solutions

- Collection agencies are opting for Omnichannel solutions to make it easier to connect with consumers about their debt.



- AI Driven Analytics

- Collecting data through AI allows collectors to see relevant data on the best ways to contact consumers about their debts.



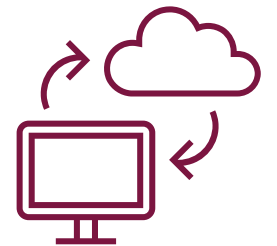
- Gamification

- Gamification allows executives to see real-time insights about their agents and consumers.



Industry Outlook

- **Cloud Based Collection and Consumer Experience Solutions**
 - Cloud based solutions gives consumers the ease of mind when it comes to payments and appointment scheduling.
- **Companies Are Opting for Predictive Analytic Solutions**
 - Finds the best modes of communication for both collectors and consumers based on past interactions.
- **Workflow and Collection Automation**
 - Streamlines operations and provide a smooth handoff between different teams through a single platform.



Hospital Consolidation is Changing the Current Landscape

- **Companies Will Adjust to New Technologies the Acquisition Brings**
 - Revenue Cycle Management continues to become more complex over time and firms will have to adapt to the new systems and processes that are acquired.
 - Hospitals and healthcare providers will likely consolidate their RCM vendors when making acquisitions.
- **Healthcare Providers Will Increase Outsourcing to RCM Vendors**
 - Allows healthcare providers to address rising costs as pressure to lower them intensifies.
 - RCM companies could become targets for BPO companies looking to further expand their offerings.

Recent M&A Deals in the RCM Sector

- GeBBS Recent Acquisition of Salt Lake City Based Aviacode

- Transaction will increase both companies' capabilities and clients of both firms will benefit from end-to-end revenue cycle management services.
- Increases the global footprint of both companies and creates a national leader in the end-to-end revenue cycle services and technology market.

- EqualizeRCM Completes 3 Acquisitions in Q3

- EqualizeRCM has acquired MYR Corporation, Practice Resource Network and A Cord Billing & Business Solutions to help EqualizeRCM offer point-solutions focused in various locations around the United States.



Recent M&A Deals in the RCM Sector (Cont.)

- TransUnion plans to sell its Healthcare Unit to nThrive Inc in Q4
 - This deal which is valued at \$1.74 billion, allows TransUnion to focus on credit, marketing and fraud mitigation solutions, while TransUnion Healthcare clients will benefit from nThrive's expertise in the Healthcare Revenue Cycle Management industry.



- Olive acquires Healthcare IP

- Through this acquisition, Olive will deliver transformative clearinghouse and claims management automation through its value-focused model, eliminating the usual transaction fees that are standard in the industry to provide the most competitive offering in the market today.



Looking Forward...

- Continued consolidation of the providers will lead to increased opportunities for outsourced service vendors.
- Providing solutions that are scalable to multiple stages of the RCM cycle will lead to success.
- Technology spend and the shift to digital will lead to consolidation at the vendor level.

