nThrive Announces Rebrand of its Health Care Analytics Platform

Orlando, Florida, February 20, 2017 – nThrive, an independent Patient-to-payment℠ solutions company, today announced the rebrand of its analytics platform from DataRiver™ to nThrive Analytics™. The new name exemplifies the overarching role that analytics plays in nThrive's mission to empower health care for every one in every community by transforming financial and operational performance to enable health care organizations to thrive.

"Our rebrand to nThrive Analytics represents the importance analytics plays across nThrive's already strong product base," explained Trevor Kobe, President of Analytics, nThrive. "The integration of deeper analytics into nThrive's offerings will empower health care organizations with data-driven answers and actionable insights to drive financial and operational success."

nThrive Analytics is a cloud-based, health care intelligence platform that enables physicians, hospitals and health systems the ability to generate actionable insights from historically untapped data sources to drive value across the care continuum.

nThrive's approach to analytics is unique in the market as the platform delivers more than just great visualizations. nThrive Analytics allows users the flexibility to choose the appropriate analytical medium that best suits their role. Whether it be high-level dashboard views or deeper Excel or SQL analysis, nThrive Analytics provides analytics for everyone, no matter their function.

nThrive Analytics will continue to provide the same solutions and services to drive enhanced performance across health care organizations. Currently, nThrive Analytics offers the following solutions:

- Physician Analytics – A10 Practice Performance and Physician Analyzer
- Hospital Analytics – Service Line Analyzer, Downstream Analyzer and Market Analyzer
- Value-based Care Analytics – PQRS Submit and MIPS Performance
- Revenue Cycle Analytics – Contract Analyzer, A/R Analyzer, Denials Analyzer and Collections Analyzer

"We are delighted to announce our analytics rebrand as we feel it further solidifies nThrive's focus on delivering the analytic-driven applications and processes that will provide health care leaders with the competitive advantage to thrive in the face of value-based care," explained Tom Ormondroyd, President of Education and Analytics, nThrive.

nThrive understands the positive impact analytics plays in today's health care environment. As a leader in health care revenue cycle management, nThrive is committed to making a meaningful impact on the communities it serves. nThrive Analytics adds the enhanced technology and expertise to nThrive's patient-to-payment℠ solutions necessary for clients to thrive.

About nThrive

From patient-to-payment, nThrive provides all the technology, advisory expertise, services, analytics and education programs health care organizations need to thrive in the communities they serve. Formerly known as MedAssets, Precyse and Equation, nThrive is built on a legacy of excellence. Most recently, nThrive acquired Adreima, a provider of patient-centered, clinically integrated revenue cycle services that help patients find coverage and meet their financial obligations, while partnering with health care providers to optimize revenue cycle functions. While the individual companies were leaders in their own right, they have combined talents and capabilities into a single enterprise. For more information, please visit www.nThrive.com.