Accelerated CRD campaign overview

November 2016

Accelerated Claims Overview and Campaign

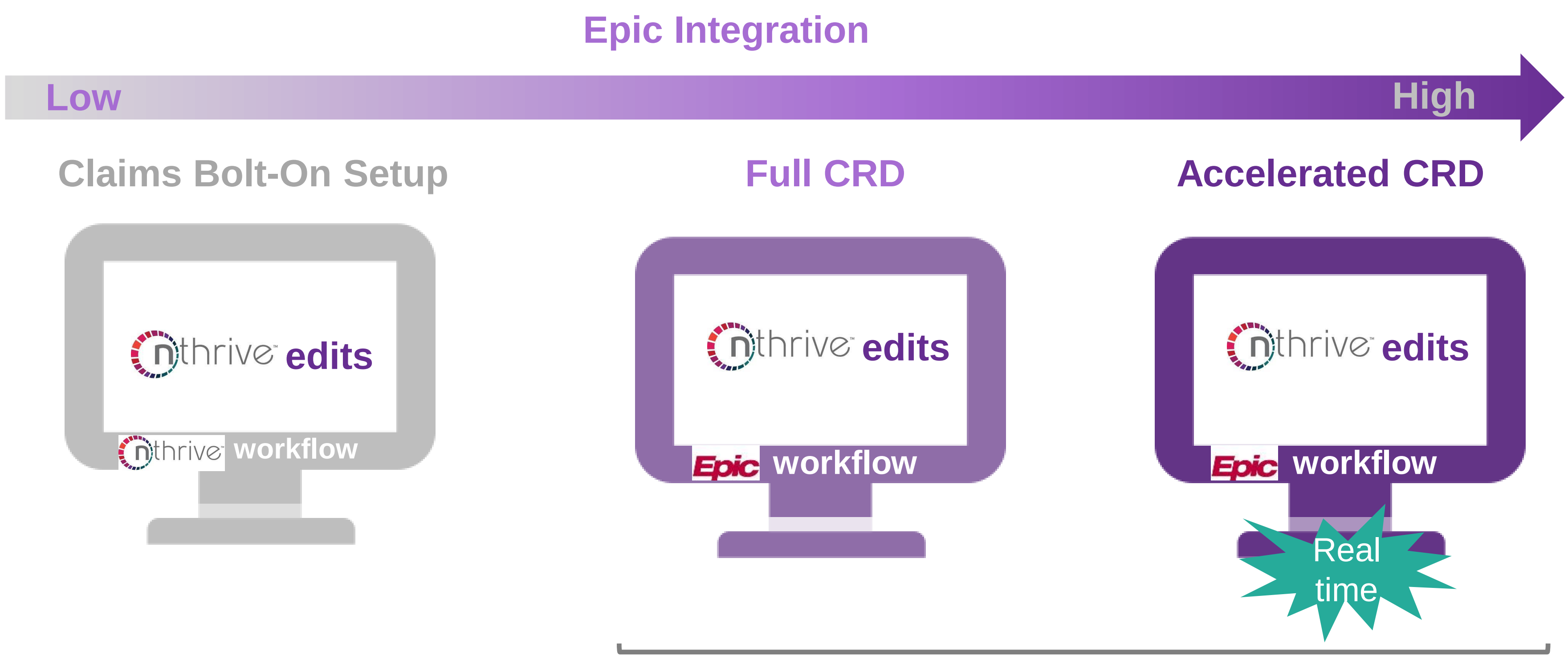
The opportunity:

- What is Accelerated CRD?
- Why Accelerated CRD?
- Why now?
- Why nThrive?

The Ask:

- How can you help?

Three models to deliver nThrive benefits in EPIC sites



Uses nThrive Claims Management workflow automation and edits

nThrive Edits are leveraged within EPIC
EPIC provides primary first-line support

Compelling value proposition

Time is Money

Only real time editing solution available in the market today

Speed Kills

Speeds identification and resolution of claims errors

Cash is King

Reduces A/R days for claims with errors by at least a day

Upstream workflow driven to Epic Resolute Work Queues

Quantity and Quality

The most up to date and thorough edits in the industry

Truth that doesn’t Hurt

Single source of truth and Transparent to most End-Users

The Opportunity to strike is NOW!

THE DAILY NEWS

www.dailynews.com THE WORLD'S FAVORITE NEWSPAPER - Since 1879

nThrive Shatters Performance records with First Accelerated Claims Pilot

Plano, TX It's no secret that nThrive has been taking over the Claims Management Market in recent years. The highly anticipated release of their state of the art Epic Integration has stirred commotion and crushed historical records in Key performance indicators widely accepted in the Healthcare industry.

As a leader in the patient-to-payment technology space, nThrive partnered with Wakemed Health System in North Carolina to pilot the fastest real-time Epic integration in the market. This technology is designed to improve provider billing performance and initial results show it outperforming competitors, not to mention it's the **only real time integration between Epic and a Claims Management system.**

Went live Oct 4, 2016

Average Daily Volume: **103,000+** claims a day

Weekly Charges: $365 million

Clean Claim Rate: 97%

Rejection rate: <1.5%

Medicare First pass payment: 98.31%

nThrive experience with EPIC sites

100+ EPIC facilities served

30+ million
EPIC claims processed each year

95%+ clean claim rate best practice

98.5%+ average first pass payment acceptance rate

nthrive + Epic collaboration for customer success

- ✓ Joint Implementation Timelines
- ✓ Shared Specification Templates
- ✓ Customized design of Edit Categorization for work queues

Why participate?

Potential to close **large TCV** deals

Targeting 5-year deals to align with EPIC installation time

Flexible pricing structure

Potential to waive implementation fees for 5-year term deals

Lots of support

Access to materials and experts to support the sale process

Compelling story

Clear value proposition that customers can buy into

What is the campaign process?

Oct 19 — Sales zone leader briefing

Nov 4 — Sales (legacy MedAssets) virtual overview

Nov 29 — Campaign Wave 1 start

Jan 23 — NSM broader training with ALL sales and kick-off

Planning

- Target customers identified
- Leads identified
- Messaging and materials developed
- Salespeople to populate contacts for each of their accounts
- Refresher training on Salesforce.com campaigns (Kristin Brown to set up)

Wave 1: through Dec 2016

- Email with Press Release sent to customers via Marketo
- Customer meetings scheduled by Kristin Brown
- Consultations with Patricia Bounds and Denny Roberge as needed
- Tracking via Salesforce.com
- Targets: legacy MedAssets customers with EPIC more than 1 year ago

Wave 2: Jan – Mar 2017

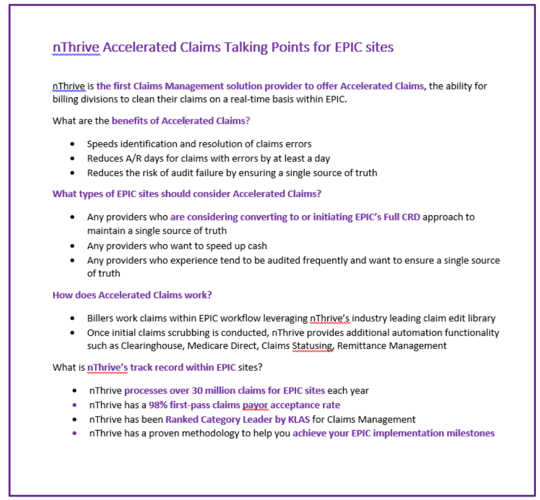
- Second email campaign
- Second set of customer meetings (if not already completed in Wave 1)
- Consultations with Denny and Patricia as needed
- Tracking in Salesforce.com
- Targets: all nThrive customers + new logos with EPIC more than 1 year ago

What will we provide?

Client-facing deck

For your initial client meetings to introduce the concept

Talking points



nThrive Accelerated Claims Talking Points for EPIC sites

nThrive is **the first Claims Management solution provider to offer Accelerated Claims**, the ability for billing divisions to clean their claims on a real-time basis within EPIC.

What are the **benefits of Accelerated Claims?**

- Speeds identification and resolution of claims errors
- Reduces A/R days for claims with errors by at least a day
- Reduces the risk of audit failure by ensuring a single source of truth

What types of EPIC sites should consider Accelerated Claims?

- Any providers who **are considering converting to or initiating EPIC's Full CRD** approach to maintain a single source of truth
- Any providers who want to speed up cash
- Any providers who experience tend to be audited frequently and want to ensure a single source of truth

How does Accelerated Claims work?

- Billers work claims within EPIC workflow leveraging nThrive's industry leading claim edit library
- Once initial claims scrubbing is conducted, nThrive provides additional automation functionality such as Clearinghouse, Medicare Direct, Claims Statusing, Remittance Management

What is **nThrive's track record within EPIC** sites?

- nThrive **processes over 30 million claims for EPIC sites** each year
- nThrive has a **98% first-pass claims payor acceptance rate**
- nThrive has been **Ranked Category Leader by KLAS** for Claims Management
- nThrive has a proven methodology to help you **achieve your EPIC implementation milestones**

To reference during client interactions throughout the campaign

Access to experts

To consult for challenging situations

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What is the ask?

- Populate target customer list by Nov 29 with:
  - Contact’s Name
  - Contact’s Title
  - Email address
  - Phone number
- Attend the refresher Salesforce.com training
- Respond to Kristin Brown as she sets up customer meetings with you
- Come prepared to your customer meetings: Know the value proposition and communicate it
  - Consult with Denny and Patricia as needed
- Follow-up and enter your contact progress in Salesforce.com
  - Consult with Product Management and Sales Leadership for pricing input

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QUESTIONS?

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