

# Advisory Services for Hospital-Based Specialties

## Who We Are

Ventra Health is a leader in revenue cycle management and advisory services for hospital-based specialties, including Anesthesia, Emergency Medicine, Hospital Medicine, and more. We partner with clinicians across private practices, hospitals, and health systems to manage everything from day-to-day operations to the most complex business challenges.

We are focused on maximizing revenue, accelerating cash collections, improving operational performance, minimizing risk, and navigating regulatory challenges for our clients. With a best-in-class analytics platform and a dedicated Client Success team staffed by subject matter experts, our team ensures transparency and delivers white-glove service and support.

## What Are Advisory Services?

Ventra Health has a dedicated team of experienced practice executives, physicians and consultants who partner with clients to navigate through complex operational issues and compensation challenges. We are industry experts on regulatory changes, compliance, and compensation negotiation for hospital-based specialties.

Advisory services include:

- ▶ **Consulting Engagements**  
Stipend assessments, compensation benchmarking, provider staffing models, utilization and efficiency reviews, performance metrics, and more.
- ▶ **Audits and Compliance**  
Coding reviews, accreditation and regulatory support, NSA and MIPS consulting, recoupment defense, documentation education.
- ▶ **Practice Management**  
Strategic planning, payer contracting, stipend negotiation support, business development and financial analysis.
- ▶ **Custom Projects**  
Transition management, RFP process management and implementation, RCM optimization, and more.

*“We found almost \$11 million available for one hospital system by improving their OR operations and their anesthesia billing.”*

*—Stephen Lorenz, President, Advisory Solutions*

## Payer Strategy and Contracting

There's an art to arriving at terms that maximize reimbursement but also set providers in good standing with payers, hospital partners, and the communities they serve.

Leveraging our longstanding payer relationships across the country, our consultants negotiate on behalf of our clients to secure contracts that maximize revenue in meaningful ways.

We work with clients to develop full contracting strategies—identifying optimal terms, determining when to be in-network vs. out-of-network, negotiating reimbursement rates, and more.

*“The vast majority of our clients use us for Payer Strategy and Contracting. We know what questions to ask. We know how payers behave. We have the relationships to reach agreement.”*




*—Shanna Howe, RVP, Subject Matter Expert - Emergency & Hospital Medicine*

## Four Decades of Experience Backed by Strong Financial Support




Ventra Health has more than 40 years of hospital-based specialty experience. Backed by Varsity Healthcare Partners, a private equity investment firm exclusively focused on healthcare, we have made major investments in technology, optimized our service delivery, and have strengthened our client performance. This strong financial support allows us to continue to invest and grow, even during economic downturns.

# The Ventra Health Difference

### TRUSTED EXPERTISE

-  40+ Years of Experience in Hospital-Based Specialties
-  Strategic Consulting and Contract Negotiation
-  Documentation Education and Provider Training

### TRANSPARENT TECHNOLOGY

-  Best-In-Class Analytics and Reporting
-  Data-Driven Results
-  Major Investment with Private Equity Backing