

# Data-Driven and Transparent Emergency Medicine Solutions

## Who We Are

Ventra Health is a leader in Advisory, Revenue Cycle Management (RCM) and Managed Care Contracting services for Emergency Medicine (EM). We partner with clinicians across private practices, hospitals, and health systems to deliver data-driven and transparent solutions to solve the most complex business challenges.

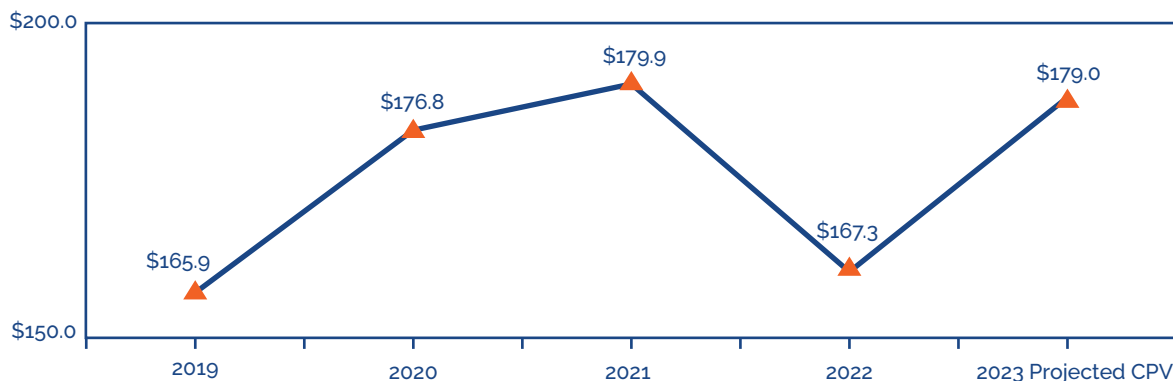
We are focused on maximizing revenue, accelerating cash collections, reducing operational costs, minimizing risk, and navigating regulatory challenges for our clients. Reinforced with a dedicated client success model and innovative data and analytics platform, our team ensures transparency as well as white-glove service and support.

## 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 can make major investments in technology, enhance our client success model, and optimize our service delivery operating model to strengthen client performance. We have strong financial support to make investments even in times of unplanned events and economic downturns, which are not possible with a smaller privately owned business.

## AMA Coding Guidelines Have Delivered Higher CPV

With the onset of COVID-19, EM providers achieved record collections per visit (CPV) with the implementation of the HRSA fund in 2020 and 2021. In 2022, the HRSA fund was sunset, and the No Surprises Act went into effect creating enormous headwinds on CPV. Due to Ventra Health's successful implementation of the 2023 AMA coding guidelines as well as the NSA arbitration process, Ventra Health clients have a projected CPV that's higher than pre-2022.



\*Data from 59 clients (122 facilities); 2023 projected CPE = 2022 actual mature CPE + impact of 2023 coding changes + Medicare fee reduction.

## Advisory Services

Ventra Health has its own team of experienced and trusted advisory experts who partner with our EM clients to provide:

- ▶ Audit, compliance, and provider education
- ▶ Financial and operational assessments
- ▶ Industry and payer intelligence
- ▶ Compensation benchmarking
- ▶ Incentive compensation plan design
- ▶ Staffing and utilization optimization

## Revenue Cycle Management

Ventra Health helps clinicians manage revenue cycle complexities to reduce denials and accelerate collections. From billing and coding to accounts receivable, we provide our EM clients with:

- ▶ Expert implementation of 2023 AMA coding guidelines
- ▶ Real-time status of documentation and billed claims via provider portal
- ▶ RCM controls with pre-claim coding QA and eligibility checks
- ▶ Patient engagement through intelligent patient portals enabling accelerated collection of out-of-pocket responsibilities
- ▶ Provider documentation reviews to ensure all services are appropriately coded and billed

## Managed Care Contracting

Ventra Health has extensive experience helping clients manage payer contracts.

- ▶ Contract reviews and assessments
- ▶ Modeling to predict potential reimbursement
- ▶ Negotiations strategy and timeline development
- ▶ Negotiations management using a “messenger model”

## What Our Clients Are Saying:

*“I would recommend Ventra Health to any group that is seeking the best in a billing partner. I use the word ‘partner’ because you will not just be getting a company who processes your claims, but as I have found, a partner who will truly help your company maximize your earning potential and at the same time be completely compliant with all the latest legal and documentation ‘hoops’ that our government and the insurance industry will throw at you.”*

~ CFO of a Private Emergency Medicine Group

# The Ventra Health Emergency Medicine Difference

## TRUSTED EXPERTISE

-  Dedicated Client Success Partners
-  Expert Managed Care Negotiation
-  Continuous Provider Training & Document Feedback
-  Expert NSA Appeals Support

## TRANSPARENT TECHNOLOGY

-  Comprehensive EM RCM Billing & Automation
-  Integrated Patient Engagement
-  Enterprise Data & Analytics