

Press Release

Ohio State University Physicians Implements Anodyne's BI Solutions

Atlanta, GA. – October 1, 2008 – Anodyne Health, a leader in healthcare revenue cycle management solutions, has recently partnered with Ohio State University (OSU) Physicians located in Columbus, Ohio. By utilizing Anodyne's business intelligence (BI) solutions, OSU Physicians will gain unparalleled visibility into all areas of their revenue cycle helping them to drive improved business results.

OSU Physicians consists of 550 providers that make up the faculty practice plan at The Ohio State University Medical Center. These physicians are devoted to improving the lives of their patients by providing personalized healthcare through their six signature programs. This notable approach allows the physicians at The Ohio State University Medical Center to treat patients based on their distinct behavior, biology, and environment. The Ohio State University Medical Center, one of the largest and most diverse academic medical centers in the country, educates and provides advanced training to a majority of the region's physicians and clinicians.

"Ohio State University Physicians selected Anodyne's BI solutions because of their user-friendly interface, rich visualizations, and ability to provide heightened, targeted insights. We believe 'if you can measure it, you can manage it' and we are confident that Anodyne will help drive tremendous value in this area," said Richard Sobieray, Chief Financial Officer at OSU Physicians.

Anodyne's ad-hoc analysis tools allow business users to interact directly with their data, through a "self-service" model, minimizing the need for support from IT personnel or analysts. With extremely fast response-times, business professionals are able to access desired information within seconds. "By utilizing Anodyne Analytics™, Ohio State University Physicians will be able to more quickly identify revenue cycle opportunities across their organization. This will help drive increased revenue, as well as a far greater command over the myriad drivers that impact financial performance", commented Michael Funk, CEO of Anodyne Health. "We are very excited about beginning a business relationship with such a respected physician organization.

About Anodyne Health

Anodyne Health (www.anodynehealth.com) delivers revenue cycle solutions to healthcare provider organizations including physician billing, medical coding and business intelligence software. The company's billing solution helps practices collect more revenue, minimize compliance risk and gain a deeper understanding into the business side of their practice. Anodyne's unique, easy-to-use web-based business intelligence software revolutionizes access to revenue cycle information that was once thought difficult, or even impossible, to obtain.



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