MEDISERV

Results you can count.

THANK YOU FOR ALLOWING US TO TELL YOU ABOUT MEDISERV MEDICAL INFORMATION SERVICES, LTD. WE BEGAN MEDISERV NEARLY 9 YEARS AGO AS A BILLING AND CODING COMPANY FOR A SMALL GROUP OF FIFTEEN PHYSICIANS. WE NOW SERVE OVER 600 PHYSICIANS ACROSS THE COUNTRY. OUR SUCCESS CAN BE ATTRIBUTED TO MANY THINGS, ALTHOUGH A FEW CORE PRINCIPLES STAND OUT.

PEOPLE MATTER.

People, not machines, treat patients. We believe that the human presence in the health care experience should not end in the patient's room. That's why when you need help understanding your practice's E/M code trends, or your patient calls with a question about her bill, quality customer service cannot be compromised.

SERVICE MATTERS.

Our goal is to establish a productive partnership that will enhance your practice's financial performance. We actually know a lot about long-term relationships. We, Clark Kemble and John Ryan, have been friends since kindergarten and worked together for years as CPAs before starting Mediserv. Throughout this time, we've come to realize that commitment, accountability and hard work are critical to a solid business relationship. This is even more important now than ever. That's why as physician groups struggle to navigate today's constantly changing healthcare landscape, they can rest assured that at least their billing company is here for the long-haul.

PERFORMANCE MATTERS.

If a group's collection's are not optimized, we aren't doing our job. That's important when you look at our track record: to date, we've increased collections-per-visit for every new client we have ever served.

We are proud of our team at Mediserv because we excel at what we do, and believe we do it better than anyone. We look forward to telling you more about us in the pages that follow. Thank you for your interest in our company.

We hope to be able to serve you soon.

Sincerely,

G. Clark Kemble

John Ryan

Clark Kemble and John Ryan

AT A GLANCE

Current number of employees	109
Current client collections	$260,000,000
Current billed patient visits	1,600,000
Physicians served	650
Hospital locations	46
Highest volume hospital (pt. per year)	106,000
Lowest volume hospital (pt. per year)	5,000

TECHNOLOGY-DRIVEN EFFICIENCY

WE PRIDE OURSELVES on employing the most sophisticated, cost-efficient billing and collection technologies available in today's marketplace. Harnessing the latest developments translates into faster billing cycles and greater collections rates. Because we built many of the systems we currently use, we are able to customize and update our technologies quickly and efficiently for our clients.

ACHIEVING THE RIGHT BALANCE

Coding can make or break a practice. Code too aggressively, and a practice will invite compliance problems. Code too passively, and a group's collections will suffer. The key is to strike the right balance between the two. Striking that balance, particularly in today's environment, is extremely difficult. At Mediserv, coding is our lifeblood. We devote an enormous amount of resources to selecting expert coders, training those coders and monitoring their progress. Unlike many of our competitors, all of our coders, and all of our employees for that matter, work out of our Fort Worth office. We do not outsource to India or China. Quality is just too important. For that reason, we conduct numerous coding audits throughout the year, and have partnered with the nation's leading physician coding consultant to keep our staff current on the constantly changing rules affecting physician reimbursement and also to conduct an annual coding review. Our coders interact with physicians and let them know if, when and how their documentation can be improved, either to make the charts more defensible in the face of a commercial or governmental audit, or to enable the physician to earn the reimbursement she deserves for their work. Anyone who believes that physician coding is a commodity that can be outsources to the lowest bidder generally gets coding quality commensurate with that perspective. With Mediserv, physician coding is not just a function, it's a priority.

SERVICES INCLUDED

Provider Enrollment

Managed Care and Fee Schedule Consulting

Coding

Physician Education

Accounts Receivable Management

Claims Appeals

Customer Service

Financial Operations Management and Analytics

Contract and Regulatory Analysis

Statement Phone Call Follow-Up

Lock Box Services

LEADERSHIP. THE MEDISERV MANAGEMENT TEAM IS COMPRISED OF INDIVIDUALS WITH EXTENSIVE EXPERIENCE IN EVERY MAJOR ASPECT OF HEALTHCARE BILLING AND COLLECTIONS, RANGING FROM ACCOUNTING AND INFORMATION TECHNOLOGIES TO COMPLIANCE AND REIMBURSEMENT.

CLARK KEMBLE, CPA, Managing Partner

Mr. Kemble founded Mediserv with John Ryan in 1995. Prior to starting Mediserv, he practiced as a CPA with PricewaterhouseCoopers in their audit department. After that time, Mr. Kemble served as an executive in the banking and advertising industries. Mr. Kemble holds a bachelor's degree from Colorado State University.

JOHN RYAN, CPA, Managing Partner

Mr. Ryan co-manages Mediserv with Mr. Kemble. Before Mediserv, Mr. Ryan was also CPA with PricewaterhouseCoopers, working as a manger in the audit department. In this capacity, he was responsible for managing the audit engagements for a variety of industries including healthcare. In particular, Mr. Ryan oversaw the field work for the Harris Methodist Hospital audit. Following his work at PricewaterhouseCoopers, he held executive positions within the real estate industry for a combined ten years.

STOCKTON CLEMONS, MBA, JD, Chief Compliance Officer and General Counsel

Mr. Clemons served as outside legal counsel to Mediserv for five years prior to joining the company in 2010. During that time, Mr. Clemons worked as a business attorney with a Fort Worth law firm where he concentrated on healthcare, mergers and acquisitions and securities law matters. Mr. Clemons has a Bachelor's degree from the University of Texas-Austin and a Juris Doctorate degree from the University of Houston Law Center, where he served as an Editor for the Houston Journal of Health Law and Policy. Mr. Clemons also holds a Masters of Business Administration degree from Texas Christian University. Mr. Clemons currently serves on several committees of the Emergency Department Management Association.

ROBIN SMITH, Director of Information Technologies

Ms. Smith has extensive experience in all aspects of emergency medicine billing, collection and document management technologies. She oversees the operation of all of our technologies, including the integration of client practices and the receipt of data from hospitals into our technology platforms. Ms. Smith also is responsible for managing and customizing our propriety network systems. Ms. Smith joined Mediserv in 2001. Prior to that time, she served as Senior Systems Administrator for Cook Children's Hospital in Fort Worth.

LINDA PIETRUCHA, RHIT, CCS-P, Director of Coding

Ms. Pietrucha joined Mediserv in 1996. She manages our coding department and oversees the coding services for all of our clients. Prior to joining Mediserv, Ms. Pietrucha served as the training director for a national coding company. She has also served as an advisory trustee for coding quality and excellence for a local college.

SANDRA BOLT, Director of Billing

Ms. Bolt has been with Mediserv for over ten years. During that time, Ms. Bolt has been involved in every aspect of the billing and customer service functions at the company. She currently manages Mediserv's billing and customer service departments.

CELESTE FORD, Director of Reimbursement

Ms. Ford joined Mediserv in 2002, and heads up the company's reimbursement department. Ms. Ford possesses a thorough understanding of the insurance adjudication process and has experience dealing with virtually all major third party payors. Ms. Ford holds a Bachelor of Science and a Master's degree.

EVELYN GRAY, Manager of Data and Reporting

Ms. Gray joined Mediserv in 2007. She is responsible for in-depth data analysis and reporting of client accounting data and statistics. Ms. Gray has a Bachelor of Science and a Master's degree. Prior to joining Mediserv, Ms. Gray spent eight years as a crime analyst and data manger within the criminal justice system.

CONTACT INFORMATION

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