

MCAG: Making a Difference in Revenue Recovery

SRS Value Proposition	Before Scenario & Negative Consequences	After Scenario & Positive Outcomes	Required Capabilities & Metrics	How We Do It & How We Do It Better	Proof Points	Discovery Questions
<p>A <i>Value Proposition</i> is a promise of value to be delivered. It's the primary reason a prospect should buy from you.</p>	<p>The <i>Before Scenario</i> paints a picture of an undesirable state of being. It elaborates on the pain point or need that the <i>Value Driver</i> addresses. The <i>Negative Consequences</i> are the bad things that result from the <i>Before Scenario</i>.</p>	<p>The <i>After Scenario</i> creates a vision of how life could be better for the buyer after working with MCAG. The <i>Positive Business Outcomes</i> (or PBOs) are the good things that result from the <i>After Scenario</i>. They are the groundwork for the business case.</p>	<p>The <i>Required Capabilities</i> are the minimum solution capabilities that are required to achieve the <i>After Scenarios</i> and therefore the <i>Positive Business Outcomes</i>. They are the basis of the customer's decision criteria. The Metrics define how success will be measured.</p>	<p><i>How We Do It</i> describes how our solutions satisfy the <i>Required Capabilities</i>. The "It" in <i>How We Do It</i> refers directly to the <i>Required Capabilities</i>. <i>How We Do It Better</i> describes how our solutions satisfy the <i>Required Capabilities</i> in a way that is superior to (or different than) competitive offerings.</p>	<p><i>Proof Points</i> provide evidence that we can deliver on our promises. The best <i>Proof Points</i> are testimonials from customers who achieved tangible benefits from our solutions.</p>	<p><i>Discovery Questions</i> are essential to a value-based conversation. They guide you through the conversations, exploring the areas necessary for completing the customer specific Value Card.</p>
<p>We improve revenue and overall financial performance.</p>	<ul style="list-style-type: none"> • Missed opportunities to improve revenue cycle performance. • Drain on resources to monitor and participate in appropriate settlement opportunities. • No one to monitor opportunities or to take action to recover suitable settlements on behalf of owners and investors. • Limited knowledge of the complexities of the settlements arena resulting in: "Don't know what you don't know". • Timing and amount of potential settlement opportunities are unknown. • Recoveries efforts are spread sporadically across the organization with limited to no central control. "One hand doesn't know what the other is doing." 	<ul style="list-style-type: none"> • "Found" money helps improve financial performance – can be applied to bottom line, pay for future R&D, or used for philanthropy. • Clients are focused on their core competencies. • Operating efficiency and risk management is improved. • MCAG brings order by centralizing the recovery process. • Investors are satisfied management is scrutinizing all revenue opportunities. 	<ul style="list-style-type: none"> • Deep and sustained domain expertise in the settlement recovery arena. • Positive relationships with Settlement Administrators. • Ability to turn legalese into revenue opportunities. • Expertise in selecting and vetting valued strategic partnerships. • Streamlined data collection processes requiring limited client resources. • Effective account management and advisory skills. <p>Metrics:</p> <ul style="list-style-type: none"> • Recovery Amounts. • Settlement Percentage Capture Rate Recovered by MCAG. • Financial impact of Identified recovery opportunities. 	<ul style="list-style-type: none"> • No cost or obligations to client for SRS. • Lower fees than our competitors. • We consistently deliver higher returns on recoveries than our competitors. • Our unique SRS framework streamlines the legalese of settlements. We simplify the filing process for our clients. • Our business model concentrates on limiting the amount of work required by clients to file a settlement claim. • Our dedicated and experienced account managers guide client management with a tight rein on the amount of client time and resources spent on settlements. • Our industry leading partnerships with key technology stakeholders allows us access to critical partner data. • Our best in class data management capabilities allows us to seamlessly translate many types of data into actionable assets for filing settlement claims. 	<ul style="list-style-type: none"> • To date, we've recovered more than \$250 million across more than 50 settlements. • Case Studies on delivering better value over competitors: US Foods, United Health Care Ingenix, and CRT. • We represent 150,000 satisfied organizations. • Endorsements: Indiana Hospital Association, Hospital Association of Southern California, Nebraska Hospital Association, Connecticut State Medical Society, Ohio Foundation of Independent Colleges. • Sole approved vendor for HealthTrust / CoreTrust purchasing groups. • Proven track record of 100% validation of finalized claims through Settlement Administrator audits. • Longstanding partnerships with key health information technology partners, payment processors, and national consulting firms with 100% retention. 	<ul style="list-style-type: none"> • What was the last settlement you participated in? When? How did it go? • Can you describe your internal structure and processes for managing settlement recoveries? • How do you stay on top of revenue enhancements in your organization today? Staffing? • What are your investors saying about your revenue cycle performance? • How are you leveraging data today to ensure you are receiving what you've earned?