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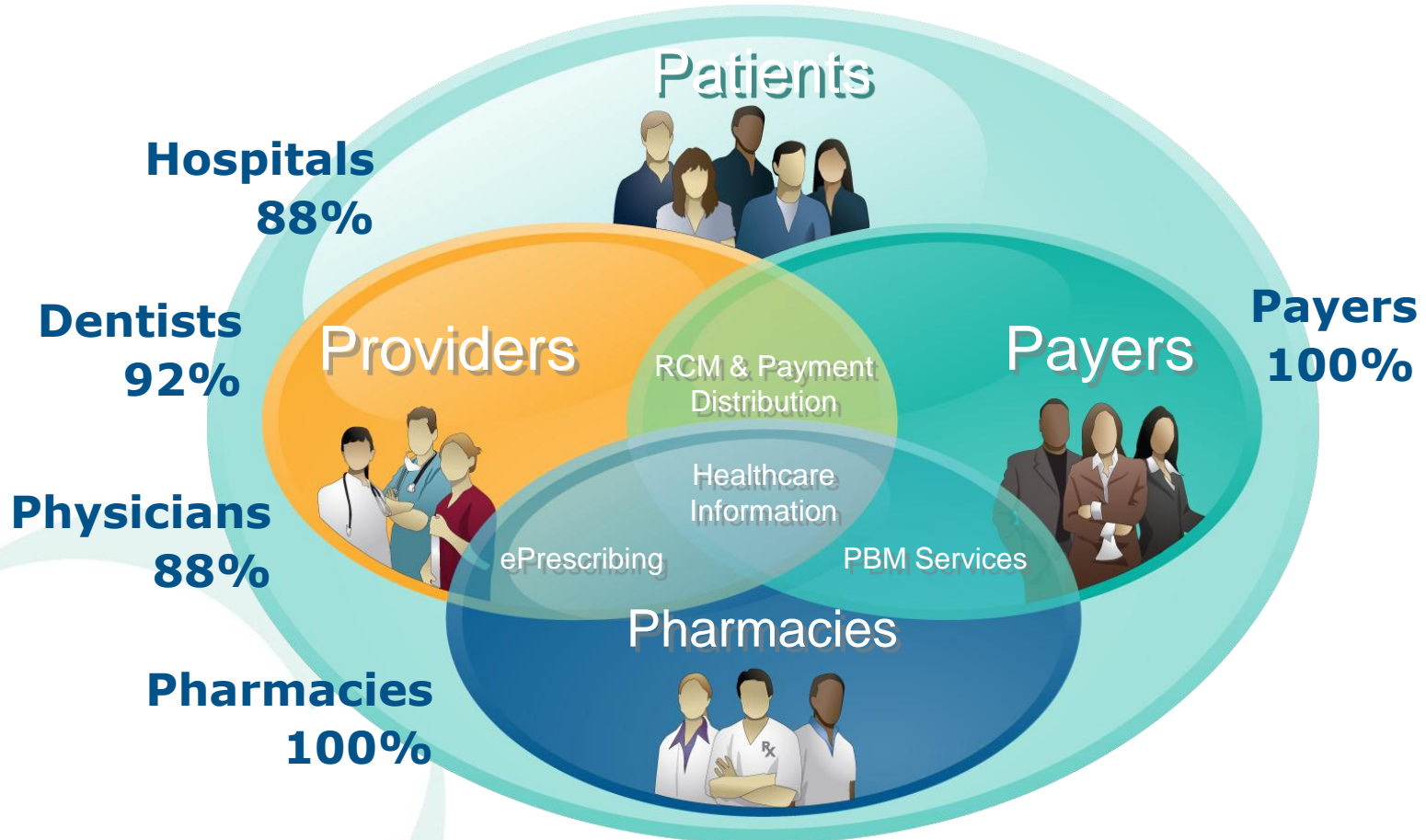
Enabling the Business of Healthcare Through Secure Connectivity and Data Exchange

Twin Cities SAS User's Group, Edina, Minnesota, March 31, 2011

Emdeon Today

Market Ecosystem

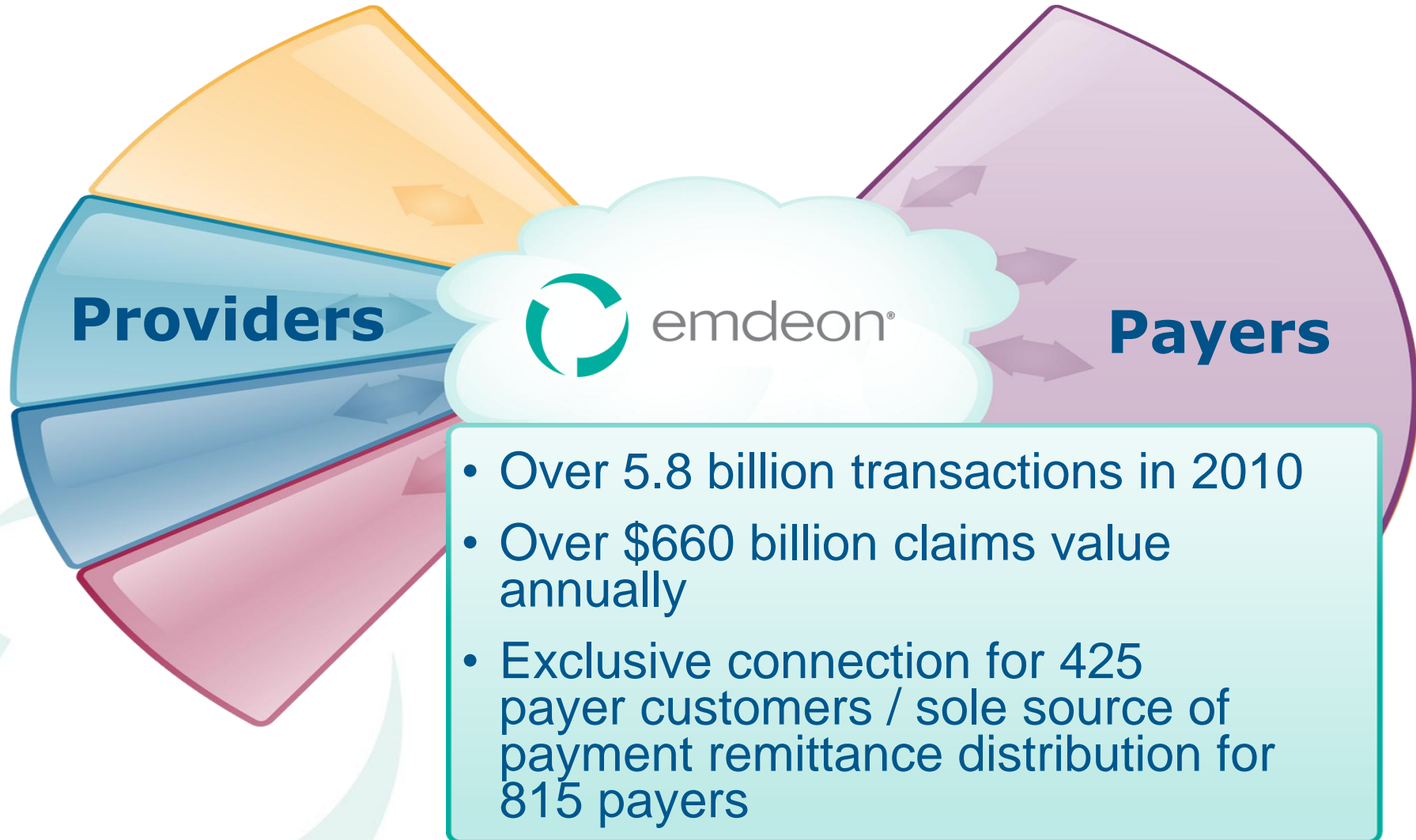
A leading provider of healthcare IT solutions, connecting payers, providers and patients in the U.S. healthcare system



Making Healthcare Efficient

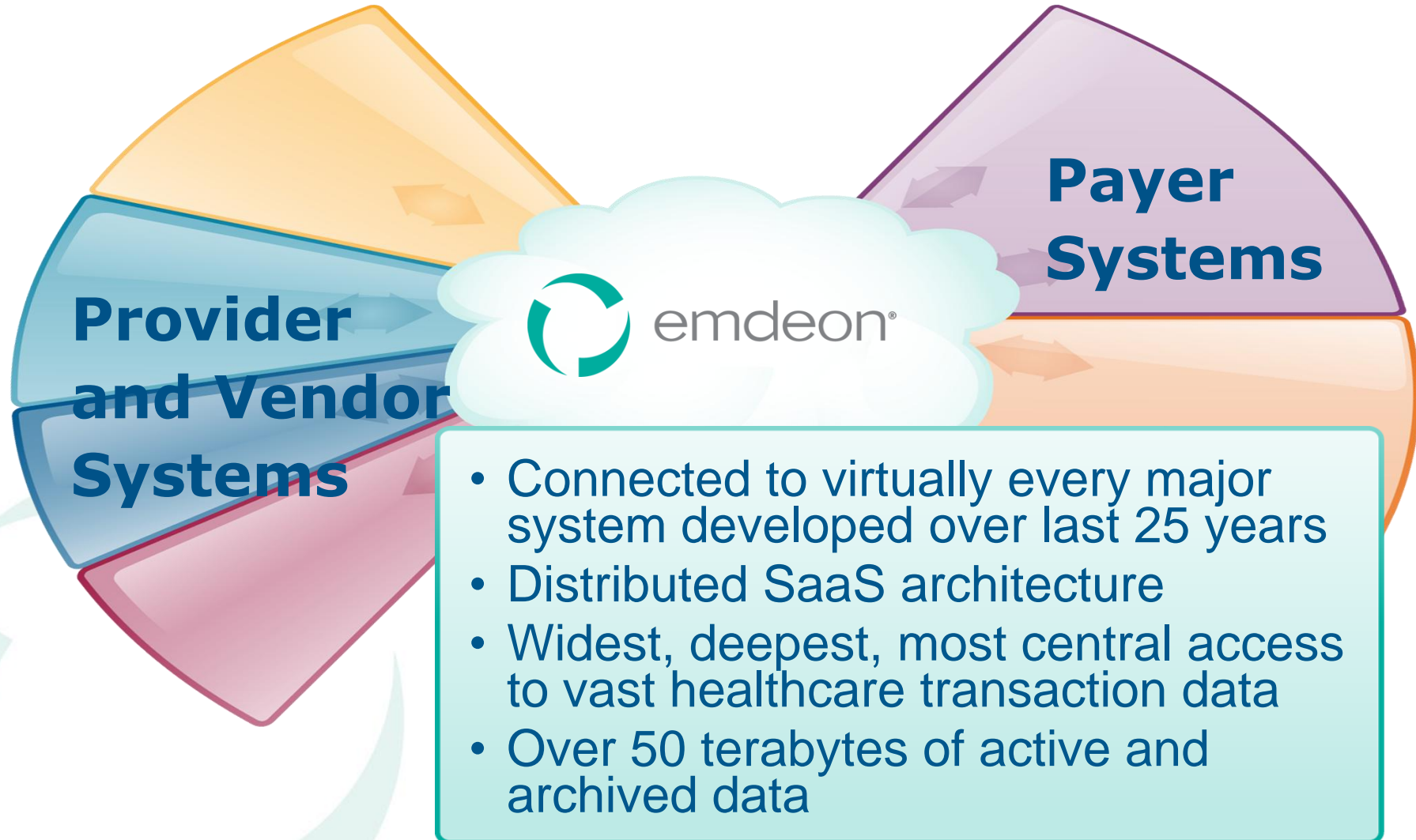
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Healthcare's "Operating System"



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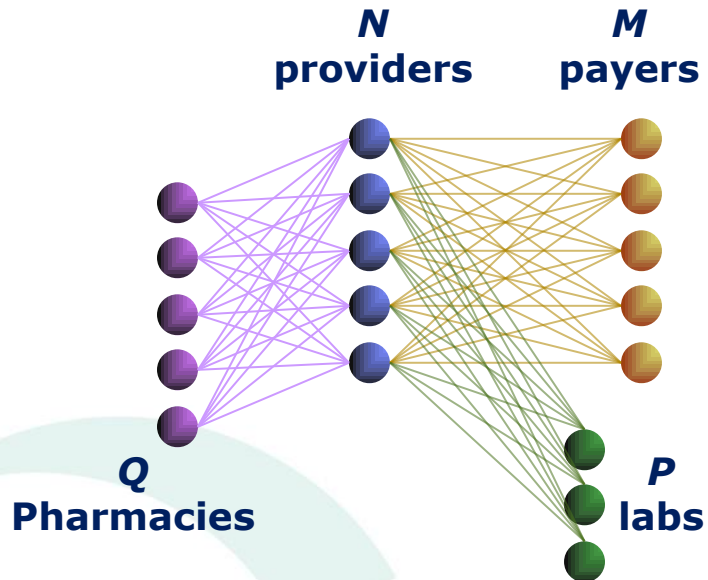
Healthcare's "Interoperable System"



Value to the Healthcare Industry

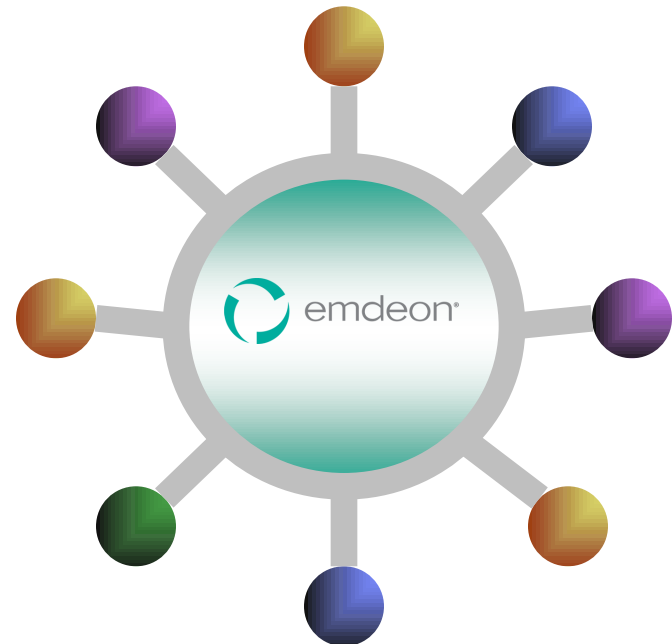
Mediation

Without mediation



$$\# \text{ of connections} = N * M * P * Q$$

With mediation



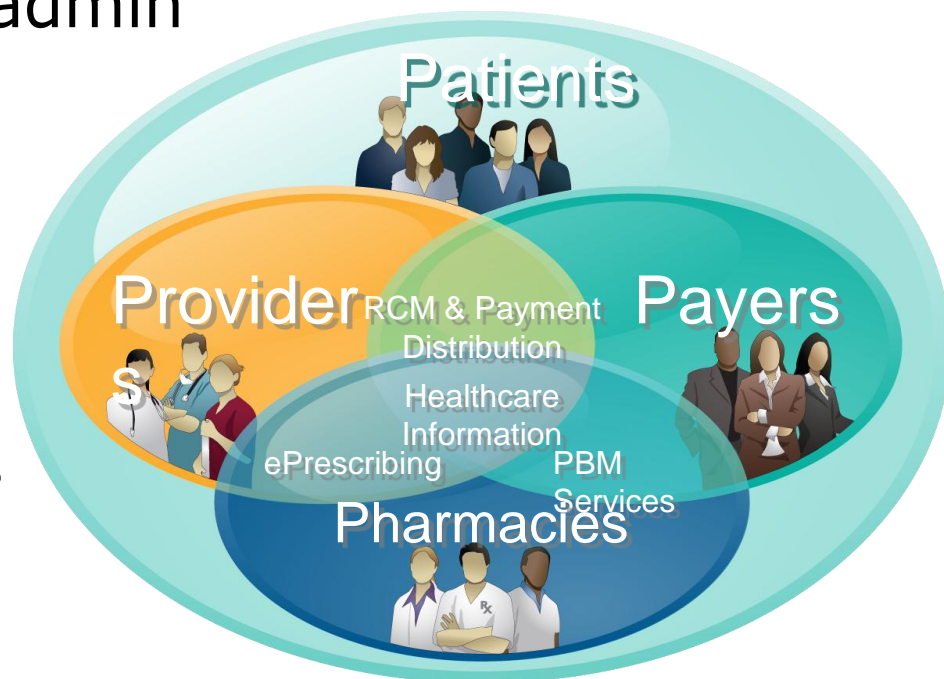
$$\# \text{ of connections} = N + M + P + Q$$

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Market Ecosystem

Integrates and automates key healthcare business and admin functions, for example

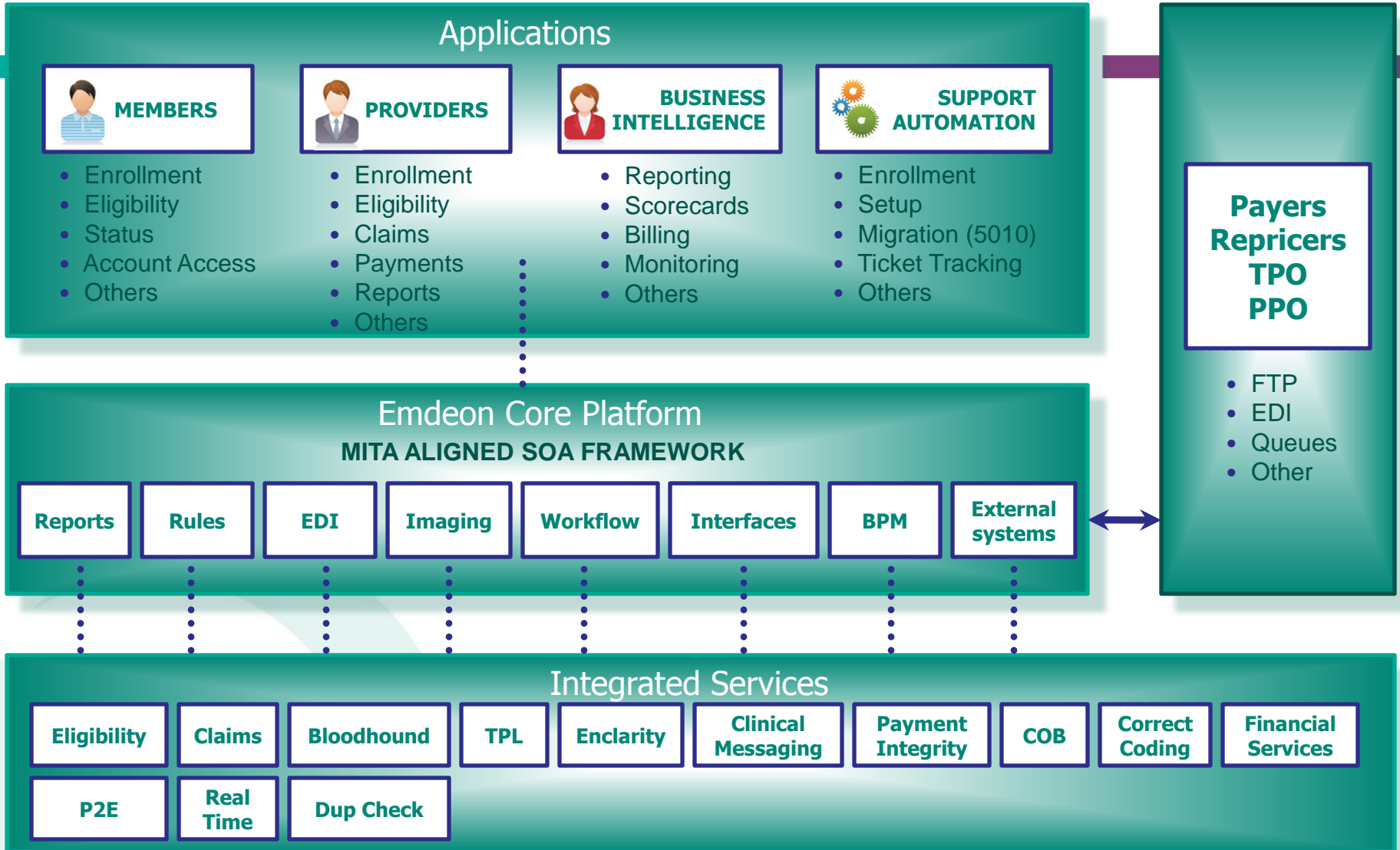
- Eligibility
- Medical, dental and Rx claims
- Payment distributions
- Patient billing
- ePrescriptions
- Lab orders and results



Making Healthcare Efficient

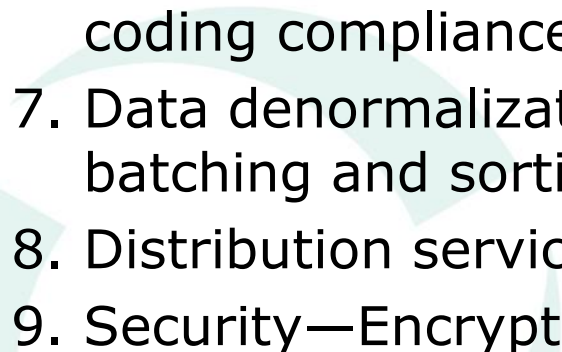
Emdeon Ecosystem

Payer Systems



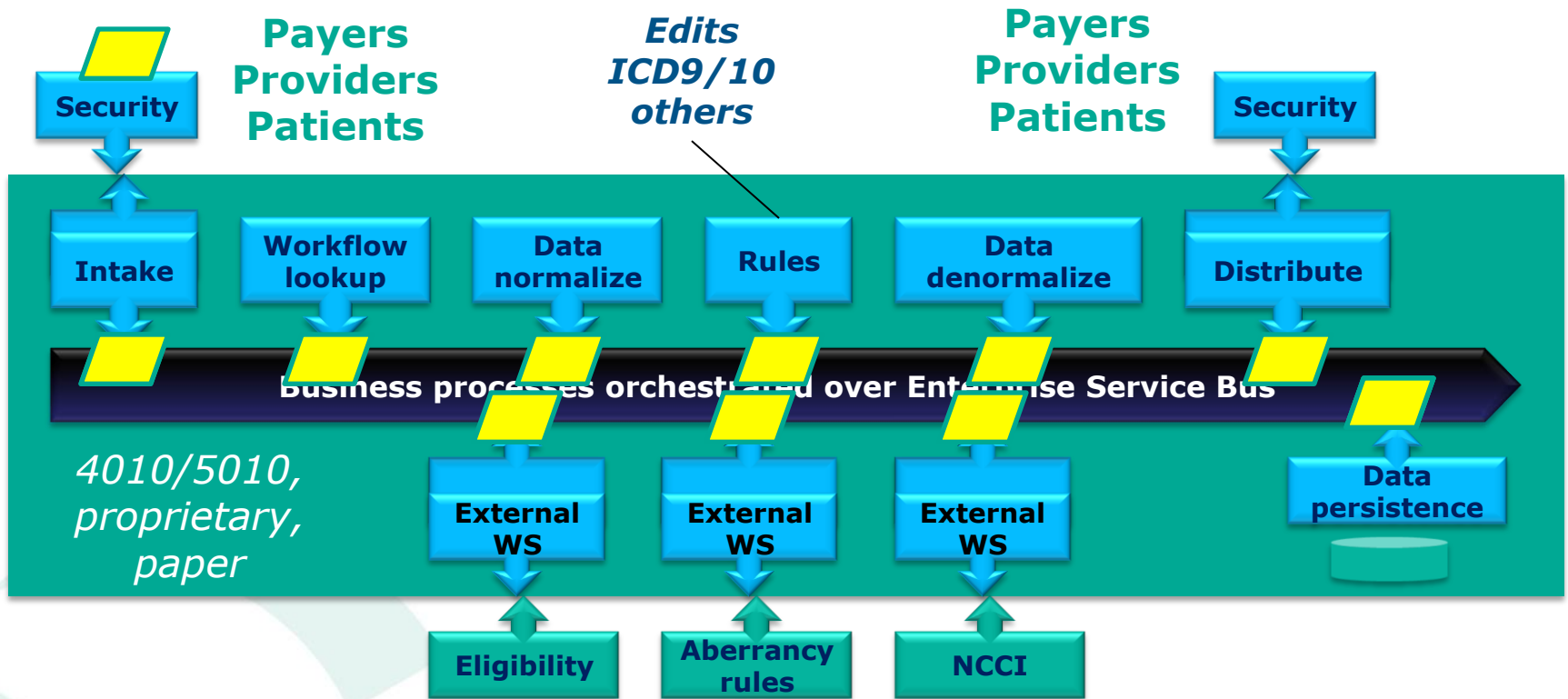
Major Functions of Transaction Handling



1. Security—AuthN and authZ, decryption
 2. Intake services—Decompression and decomposition (batch)
 3. Workflow lookup for sender and receiver
 4. Data normalization (translation) into canonical form, both in-memory and serialized
 5. Business rules and data injections, data defaults, transforms
 6. Integrated value added services such as eligibility verification, coding compliance, clinical aberrancy checking, and so on
 7. Data denormalization (translation) per receiver's rules—batching and sorting
 8. Distribution services—Compression
 9. Security—Encryption
- 

Transaction Workflow

Real-time enabled architecture



Medical and pharmacy claims * Payments
Lab orders/results * Eligibility * others

Electronic Transaction Sample


```
ISA*00*          *00*          *27*00824          *ZZ*CO01364
*060616*2359*U*00401*616700252*0*P*:~GS*HP*0011*C
O01364*20060616*2359*252*X*004010X091A1~ST*835*0
00000001~BPR*I*4894.05*C*ACH*CCP*01*044000037*DA*
633224662*1450173185**01*102000076*DA*4238006539*
20060620~TRN*1*880219840*1450173185~REF*EV*CO013
64~DTM*405*20060620~N1*PR*XXXX SERVICE
CENTERN3*1
ANYSTREETN4*ANYTOWN*SS*888888888~REF*2U*00824PE
R*CX*DEPT*TE*8009330614N1*PE*FI*841267829N3*11
ANYAVENUE~N4*ANYTOWN*XX*805244352~REF*1C*CE690
8LX*1~CLP*A660000I*1*54*30.98*7.74*MB*020615728384
0~NM1*QC*1*DOE*JOHN*Q***HN*999999999*74*1**JOH
NNM1*82*1*****UP*G3333333~MOA***MA01DTM*050*2
0060606~SVC*HC:99212*54*30.98**1~DTM*472*2006052
5CAS*CO*42*15.28CAS*PR*2*7.74~REF*6R*75101~REF*L
U*11~REF*1C*CE9658~AMT*B6*38.72 ...
```

Mediation Delivers Economies of Scale

- Economies of scale are realized through
 - Security and connectivity
 - Decreased connections and protocol mediation, for example
 - Real time to batch and vice versa
 - TCP/IP to WS
 - FTP to TCP/IP
 - others
 - Data format mediation through canonicalization
 - Standards are not standard!
 - Technology transitions are possible, for example
 - HIPAA 4010 to 5010, ICD-9 to ICD-10
- Value added services
 - Analytics
 - Clean claiming via code compliance and eligibility checking, other

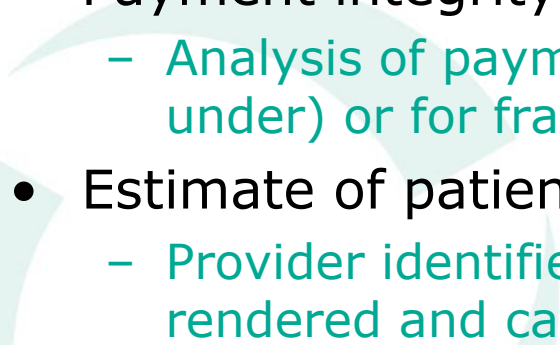
Emdeon Analytic Resources



- Transaction data ... One of the freshest sources of information regarding the current state of population health and the business of healthcare in the U.S.
 - Registries
 - Patients
 - Payers
 - Providers
 - Aggregated data in the form of marts and warehouse
 - Rosters, contracts and fee schedules from payers
 - SIU services
 - Integrated analytics engines including FICO, SAS, Precision BI and Anvita
- 

Enabled Analytics Examples



- Improved health and better provider performance
 - Clinical care messages can result in improved adherence to disease management protocols
 - Medication history data to providers and pharmacies
 - Exposes potential dangerous drug interactions
 - Provider choice, price transparency for patients
 - Estimate of personal liability for services rendered
 - Payment integrity / fraud and abuse
 - Analysis of payments identifies improper payments (over and under) or for fraudulent/abusive billing practices
 - Estimate of patient responsibility for services
 - Provider identifies patient responsibility before services are rendered and can collect payment
- 

Emdeon—Enabling the Business of Healthcare

- Q & A
- Resources
 - www.emdeon.com
 - Contact kolberg@Emdeon.com for questions about content in this presentation

You don't need one more partner.
You need **one** partner that does **more**.



You and Emdeon.
one. more.