

## **For Immediate Release**

### **GENASCIS™ DEVELOPS MEDIBIS® MOBILE, A POWERFUL BUSINESS INTELLIGENCE MOBILE APP FOR PHYSICIANS & ASC EXECUTIVES**

**LOS ANGELES, Calif. – March 22, 2010** – For Physicians and Surgery Center Administrators, current, rapid access to relevant data on their facilities' financial and operational performance has been difficult to obtain outside of their ASC business office. Today, GENASCIS™ announces the development of MEDIBIS® Mobile, a mobile dashboard app for Apple®, Android™ and Windows® Mobile devices. MEDIBIS Mobile delivers a graphical, at-a-glance view of configurable, key performance indicators (KPIs) affecting the fiscal well being of ASCs.

"As the nation's only single-source billing and business intelligence company for ASCs, GENASCIS recognizes the importance and value of finding new ways to provide our 800+ customers insightful, actionable information on their centers," states Jim Freund, Senior Vice President of Sales & Business Development. "Utilizing our MEDIBIS technology platform, we are developing MEDIBIS Mobile to deliver timely, sophisticated data analytics on a real-time basis to Physicians & ASC executives."

The MEDIBIS Mobile delivery format will conveniently accommodate Physicians & ASC executives' on-the-go lifestyles by allowing decisions to be made without delay through mobile collaboration. "With MEDIBIS Mobile, our users can now leverage visual cues to spot trends, forecast future performance, track progress toward business objectives, compare physician & center's performance against industry averages, while making better data-driven decisions while mobile," adds Roy Georgia, GENASCIS Chief Information Officer.

MEDIBIS Mobile also will allow for data configurability by individual users and various platforms such as: iPhone™, iPad™, Android™ and Windows® Mobile. "Our customers, from single center owners to management companies, are requesting this technology to satisfy their Physicians' and Executives' needs to stay informed and connected," states Ken Bulow, GENASCIS Chief Operating Officer.

Multiple KPIs may be selected from the continually expanding library. Below are a few examples:

#### **Physicians:**

- Physician Schedule for Next Seven Days
- Last Week's Physician's ASC Revenue
- Last Month's Physician's ASC Revenue
- Physician's Outstanding AR
- Physician's Last Ten Cases Performed
- Physician Volume Ranking
- Physician Revenue Ranking

#### **ASC Executives:**

- Average Cash Collections and Variance for Billed Cases
- Forecasted Volumes and Potential Cash Collections
- Outstanding Balance > 61 Days on Cases
- Top 10 Physicians Ranking

- Top 10 Primary Procedures Ranking
- Weekly Billing Operation Activity
- Financial Metric Trending
- Late State Cases

To learn more about MEDIBIS Mobile, become a technology partner or any of the company's broad range of ASC billing and revenue cycle services, contact Sales at 866.208.7348 ext 265 or visit [www.GENASCIS.com](http://www.GENASCIS.com).

**About GENASCIS:** GENASCIS is the leading billing, revenue cycle management, and data analytics firm in the ASC industry. Today, the company provides transcription, coding, billing, collections, and data analytics services to over 800 ASCs nationwide. Leveraging unsurpassed technology and expertise, GENASCIS is the only company to offer a totally seamless and transparent solution to the ASC market. With corporate headquarters in Los Angeles, Calif. and offices in San Diego, Calif. and Oklahoma City, Okla., their team of over 300 experts positively impact ASCs across all business practices.

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