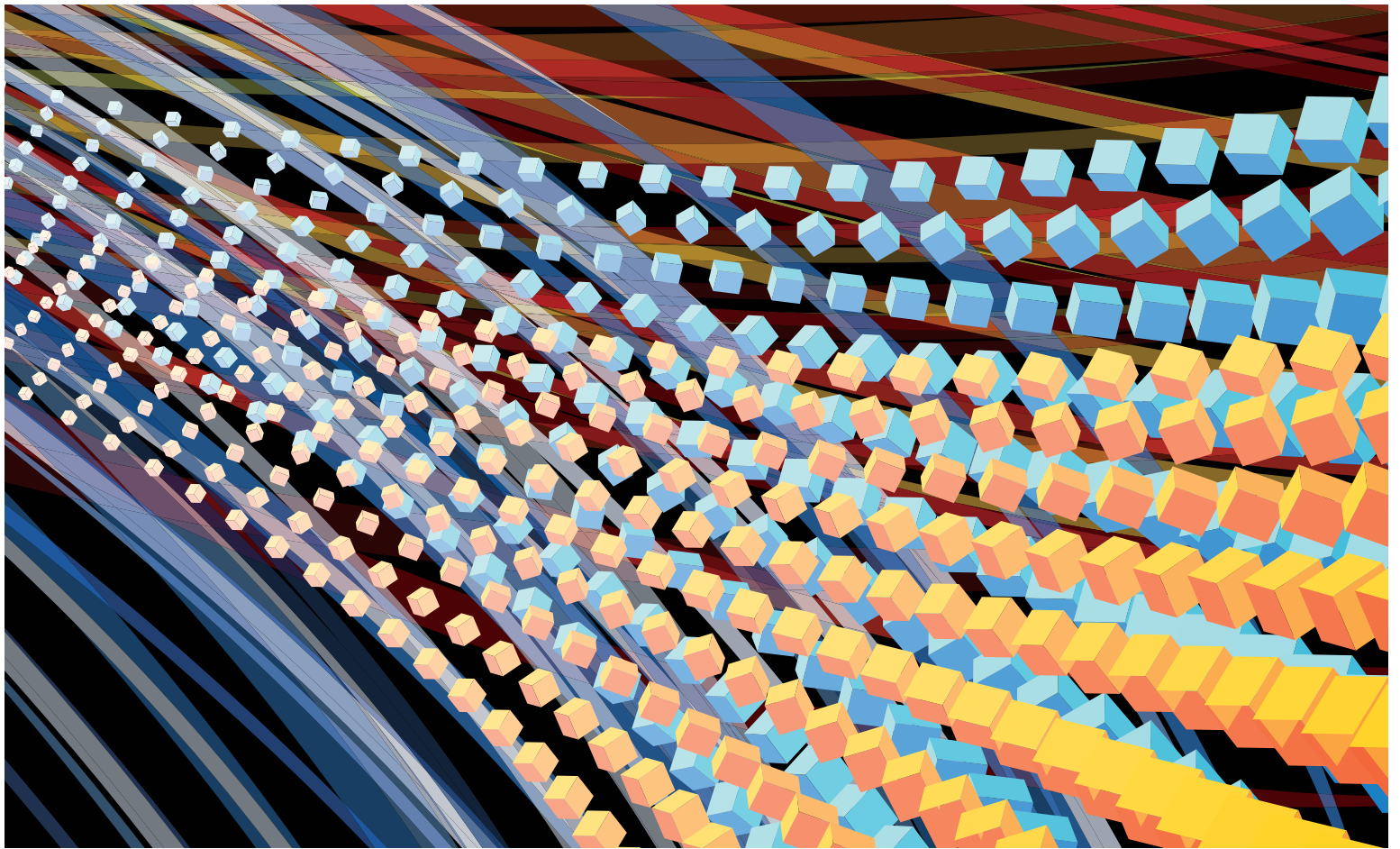


# CARE*Tinuum*



## The CARE*Tinum* Difference – Providing Community Laboratory Outreach Services that Increase Hospital Revenues, Reduce Costs, and Improve Patient Care

Care*Tinum* helps community hospitals:

- ▶ Add New Customers
- ▶ Increase Revenues
- ▶ Get Paid Faster
- ▶ Reduce Costs
- ▶ Build Brand Awareness
- ▶ Improve Time to Market
- ▶ Receive a High Return on Investment
- ▶ Reduce Errors
- ▶ Shorten In-Patient Length of Stay



## Providing Comprehensive Quality Community Laboratory Outreach Services is Care*Tinum's* Priority

Care*Tinum* partners with hospitals to identify and complement their existing community laboratory outreach program strengths and addresses today's nationally recognized challenges through the delivery of its comprehensive menu of services.

## CARE*Tinum's* Menu of Services

1. **Optimized Billing Services.** Care*Tinum* manages all aspects of the billing process for outreach sales. Economic benefits include error-free billing, fast collections, and OIG regulatory compliance.
2. **High Speed Physician Connectivity.** Care*Tinum* workstation software connects doctor/hospital billing and information systems, and completes requisitions in twenty seconds. Economic benefits include new referring doctors, a high customer adoption rate, and improved collections.
3. **New Business Marketing Planning.** Care*Tinum* helps hospitals build revenue generating outreach sales and marketing plans that work. Economic benefits include new customers, high customer retention rates, new revenues, increased hospital brand awareness, and greater customer satisfaction.
4. **Optimized Managed Care Relationships.** Care*Tinum's* deep understanding of the third-party payor organizations, at both the national and local levels, helps hospitals ensure proper and full reimbursement, and ensures solid contracts with payor organizations.
5. **Consistent and Timely Economic Value Reports.** Hospital management receives monthly reports that detail the new outreach services business picture. Report includes updates on revenues, new customers, profitability, and any and all areas of interest to any level of hospital management.

Care*Tinum's* experience and expertise in the outreach market allows hospital partners more time dedicated to the delivery of quality patient care while retaining health care dollars locally. Hospital partners own and manage the community laboratory outreach program while Care*Tinum* assists with the execution, on-going maintenance and support.

## Building Your Business

CareTinum's unprecedented suite of technology, professional services and depth of expertise, help hospital laboratory partners improve and grow their business while positively impacting patient care.

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***“No Additional Hospital Infrastructure Needed Hospitals Can Dedicate More Resources to Patient Care”***

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Working together with CareTinum hospitals can expect the following:

- ▶ Lowest cost of market entry.
- ▶ Positive and substantial return on investment.
- ▶ Improved service levels for local physicians.
- ▶ Improved service levels for patients.
- ▶ Expedited decision making.
- ▶ Reduced inpatient length-of-stay.
- ▶ Improved clinical information.
- ▶ Reduced patient out-migration.
- ▶ Decreased laboratory unit operating costs.
- ▶ Higher employee productivity.



Laboratory outreach will fill the laboratory's available capacity, leveraging unit costs and integrating the hospital's practice. This helps to manage the continuum of care and create a profitable line of revenue to support the hospital's mission.

CareTinum focusses on the areas in which hospitals have the greatest challenges and can achieve the best results from the implementation of its strategies.



## Learn More

***Discover the benefits of new revenue streams, cost avoidance and improved patient care today.*** Learn more about how CareTinum can help your hospital build a successful community laboratory outreach program, and quickly improve your hospital's economics, by calling (214) 269-5516 or e-mail [info@CareTinum.com](mailto:info@CareTinum.com) to schedule a meeting with your local CareTinum Business Development Representative.

**Phone: 214-269-5516**

**E-mail: [info@CareTinum.com](mailto:info@CareTinum.com)**



# CARE*Tinuum*

*Helping community laboratories  
serve their patients across  
the continuum of care.*

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