



MEMBER SPOTLIGHT



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Please share some history about ZirMed. How did it begin?

ZirMed® has delivered modern technology to the healthcare market for more than a decade. We launched the industry's first cloud-based claims clearinghouse in 1999, and have remained dedicated to bringing valuable innovation to healthcare ever since. Today, we offer the most sophisticated communications network in healthcare—connecting providers, payers, and patients to make the business of healthcare faster, more efficient, and more visible for everyone.

Founded in 1999, ZirMed combines innovative software development with the industry's most advanced transactional network and business analytics platform, giving organizations a clearer view of their financial and operational performance while also providing user-friendly solutions to optimize that performance.

Today ZirMed works with nearly 200,000 providers and processes over 750 million transactions per year, and is the only company delivering proven cloud-based **clinical and business performance management** solutions to meet the challenges of population health, fee-for-service, and fee-for-value.

ZirMed is a HIPAA Covered Entity, CORE CAQH-certified, EHNAC-accredited, SOC I Type II, and PCI Level 1 Compliant. Its solutions are MU2 certified, and as of December 2013 all solutions are 100% ready to support and process ICD-10 codes. ZirMed operates two Tier 4 data centers—one in Louisville and one in Nevada.

What is your primary solution/service/product?

ZirMed drives improved bottom-line performance through cloud-based, vendor-neutral solutions for:

Revenue Cycle Management: Cloud solutions for eligibility verification, patient estimation, claims management (including electronic remittance advice, real-time processing, claims scrubbing, coding tools, and claims tracking), payer payment management, patient statements, online patient portal, and patient payment management (including online bill pay and patient communications).

Population Health Management: Solutions that help provider organizations maximize revenue from pay-for-performance, Medicare Shared Saving Program, and bundled/value-based models; coordinate care across the continuum to improve quality performance; reduce care variation; improve patient engagement; diversify offerings via narrow networks; and understand leakage.

Clinical Communications: Enables providers and enterprises of all sizes and complexity to share information and manage communications across the continuum of care.

Analytics: Provides insight into operational and financial performance, maintains tracking of timely metrics, and delivers actionable information to help drive the decisions that move healthcare organizations forward.

How does your solution/service/product help improve the healthcare system?

We deliver proven cloud-based **clinical and business performance management** solutions that meet the challenges of fee-for-service and fee-for-value. That means clients can manage their clinical and business performance in today's healthcare environment and in the rising world of value-based care.

With fast and flexible technology, and our progressive approach to client collaboration, ZirMed enables the critical connections between providers, patients, and payers that improve the business and process of healthcare. Our platform drives top- and bottom-line performance through health analytics, claims management, and payer- and patient-payment management—and delivers insight and efficiency by facilitating valuable clinical communications. ZirMed moves healthcare forward; we build innovative solutions for an increasingly value-driven healthcare marketplace.

Who are your customers?

Integrated Health Systems • ACOs • Academic Medical Centers • Multi-Facility Hospitals • Community Access Hospitals • Long Term Care • Home Health • Provider Groups • Individual Practices • Billing Services • Health Plans • Radiology, Labs, Cardiology, Orthopedics, and other specialties

What differentiates your organization from others?

- Award-winning client support
- Cloud-based from the beginning
- Provide dedicated technical and marketing support and resources to our partners

Our clients comprehend and manage their overall performance on one platform, with solutions that optimize outcomes and reimbursement.

We're the only company delivering proven cloud-based **clinical and business performance management** solutions to meet the challenges of population health, fee-for-service, and fee-for-value. That means our clients are able to improve their overall performance in today's fee-for-service environment and in the rising world of value-based care.

What major projects is your organization currently working on?

- Population Health
- Patient Engagement/Patient Center
- Big Data Analytics/Metrics
- Denial and Appeals Management
- Reconciliation—EFT/ERA

Why did you become a WEDI member?

Both WEDI and ZirMed benefit from our WEDI membership because our goals are well aligned. At ZirMed, our success is predicated on making healthcare more efficient and cost-effective. Our mission as a company is to drive down the cost of healthcare and create efficiency in healthcare administration. Because WEDI's mission is very similar, we have an opportunity to successfully leverage and contribute to WEDI's industry knowledge and leadership. ZirMed seeks to participate in WEDI as a thought leader, helping to direct and guide future regulations to make the American healthcare system more efficient.

What do you find to be the most beneficial part of your membership?

WEDI brings together multiple stakeholders and drives industry consensus. We especially value the networking opportunities available with other industry leaders, and the educational materials developed by WEDI members.

We also use the information we gain from participating in WEDI to guide the development and growth of our solutions, and to expand our knowledge—and clients' knowledge—of industry mandates and trends.

What are some emerging trends you see in the overall industry that your organization provides thought leadership on?

- Pay –for-Performance
- Population Health Management
- Big Data Analytics
- The transition from locally installed to cloud-based IT solutions
- Patient Engagement and Meaningful Use