

FOR THE RECORD

products & services

PHYSICIAN BILLING SERVICE ADDS AUTOMATED FUNCTION

Doctors improve their revenue by using the automatic sweep functionality of the UBS lockbox now available to Affinity Billing clients. Such automated investment of patient payments in an interest-earning money market account adds extra cash to physicians and results in a powerful service when combined with record payment performance.

"The doctor's money must never be idle," says Yuval Lirov, PhD, author of *Mission-Critical Systems Management* and CEO of Affinity Billing. "Our clients experience the lowest accounts receivable beyond 120 days [below 5%], which represents a three-fold improvement over the national median [17.7%], as reported by Medical Group Management Association. This new service reflects Affinity's commitment to maximize practice profitability and financial control."

"UBS lockbox offers multiple benefits," explains Robert Szigeti, UBS vice president of investments in charge of personal wealth management. "First, the doctor receives improved accountability and reliability with bidirectional verification of check deposit between the bank and Affinity Billing. No lost checks. Next, physicians see higher

processing speed and added interest revenue with check deposit upon arrival in a money market account earning interest. The doctor also enjoys added degree of transparency, which allows personal deposit 24/7 verification via secure Internet connection."

Michael P. Lewko, MD, chief medical officer, Care Management, at St. Joseph Hospital in Clifton, N.J., agrees. "Billing service accuracy and dependability has improved because of highly skillful check processing team and reliable technology. I also receive personal attention by professional bankers in a state-of-the-art wealth management service. This additional service exemplifies Affinity's methodology, which uniquely addresses all billing aspects and helps us grow profitability, reduce management overhead, and spend more time with our patients."

For more information, visit www.affinitybilling.com.



Affinity CEO Yuval Lirov, PhD