

New Member Spotlight: Equian



Equian is a national leader in subrogation services (third party/other party liability) and a leading innovator in this specialized market. Equian was founded in 1988 and has grown steadily year-by-year. Equian manages over \$500 billion in claims annually through an innovative platform designed to assist clients by avoiding, identifying, pricing, and analyzing clinical codes, and recovering inaccurate transactions in the complex environments of healthcare, workers compensation, and property and casualty markets. To learn more about Equian, please click [here](#).

Excerpts from a conversation with Mary Beth Leist, Vice President, Account Management and Business Development

Ms. Leist joined Equian in 1999 in an account management role and, after a few years, moved into management. Mary Beth has always been in customer-facing sales and business development roles and enjoys working closely with her clients and prospective clients. Today, Ms. Leist leads a team of strategic account managers. Her main goals for her team are client satisfaction and growing the business. Mary Beth was involved in the company's entry into the emergency medicine healthcare market and has worked to develop this market and the company's understanding of its customer needs. This has resulted in steady growth over the years. In 2012, Equian had one emergency medicine client. Today Equian serves a multitude of ED clients and recovers over \$200 million per year for these customers. Emergency medicine is one of the fastest growing business segments in the Equian portfolio.

Mary Beth has attended a few Solutions Summits and was aware that she had a number of clients who were EDPMA members. In deciding to join EDPMA, Ms. Leist realized that EDPMA offered a unique opportunity to connect with her existing clients and network with prospective clients on issues of importance to her emergency medicine client's. With executive management support, Equian decided to join EDPMA after the Fort Lauderdale 2018 Solutions Summit. Ms. Leist has found that, through EDPMA's networking opportunities, existing and new relationships are easily expanded and developed. EDPMA and its members' expertise and knowledge of regulatory, legislative and market challenges all contribute value to Equian's understanding of their customer's needs. EDPMA's mission, to support emergency medicine providers in their efforts to provide the highest-quality patient care and to be paid fairly (in addition to providing tools to highlight best business practices), resonated with Mary Beth. EDPMA's ongoing information and educational information (workshops, webinars and the Solutions Summit conference), help Equian understand when and why clients are shifting or are pushing into a new area or have new concerns.

Equian has exhibited at the previous two Solutions Summit conferences and plans to exhibit at the 2019 Solutions Summit (April 28-May 1 in Scottsdale, AZ). Mary Beth said, "the Summit is a great opportunity to connect with existing clients, meet prospects, and overall, just get a whirlwind update on all that is happening with emergency medicine. It is a valuable event for myself and my team."