New Member Spotlight

TransUnion Healthcare is a division of TransUnion, a NYSE-listed company (TU). TransUnion Healthcare leverages data assets, market-leading revenue cycle technologies and deep insights into consumer financial behavior, to help healthcare providers and payers reduce uncompensated care, control costs and improve cash flow with top-level data and analytic solutions. TU's revenue cycle management (RCM) solutions help optimize the consumer reimbursement process and reduce uncompensated care to improve cash flow. For more information on TransUnion Healthcare, please click here.

Excerpts from a conversation with Jonathan Wiik, MSHA, MBA, Principal-Healthcare Strategy and Dan Klobucar, Regional Account Executive

Jonathan Wiik has worked in healthcare for over 20 years in various roles from patient transport to executive finance. Before joining TransUnion Healthcare, Jonathan was the Chief Revenue Officer at a Colorado-based hospital. At TransUnion Healthcare, he has been supporting the healthcare strategy for three years. Dan Klobucar has also been with TransUnion Healthcare for three years and his work covers the entire U.S. The company focuses its services and products on revenue protection services with an emphasis on early detection systems to identify all revenue opportunities. TransUnion Healthcare has several services that assist customers in planning for every revenue recovery situation encountered in an emergency department from identity and address verification, through Insurance discovery. Jonathan highlighted the importance of reducing complexity in billing, automating, and, perhaps most importantly, recognizing that with more patients paying higher deductibles and co-pays, customer service at every point is critical to successful reimbursement.

TransUnion decided to join EDPMA when it acquired another company and their customers sang the praises of EDPMA. In fact, several members were customers of the acquired company and one member strongly encouraged Jonathan and Dan to take a look at EDPMA. Both Jonathan and Dan said it was an easy decision to join EDPMA given the number of their customers who were members, the networking opportunities, and the wide array of information provided by EDPMA.

Jonathan sees some of the challenges in emergency medicine emanating from the fast pace of changes in the industry, the changing regulations, disruption in the patient's coverage, and more patients not being able to pay for services. He feels the pace of change in emergency medicine in the last five years has outpaced changes in the previous 20 years! TransUnion Healthcare understands that the ED is the first responder for communities and patient care is the ED physician's priority. Protecting revenue from leakage is critical to promoting positive clinical and financial outcomes for an ED.

TransUnion Healthcare exhibited at the 2017 Solutions Summit for the first time and said the conference was a very productive use of their time and resources. They plan to participate in next year's Summit from April 29-May 2 in Fort Lauderdale. Dan said the Summit is a conference he would not miss. Jonathan commented, "that the Solutions Summit is a great opportunity to connect with current and potential customers and keeps his team up-to-date on the key issues in emergency medicine today."