

Of Interest to Health Plan Customers

1. **What is the strategic value of this combination?**

Availity views RealMed as an excellent complementary fit, and we believe our customers will agree. Availity has deep health plan relationships, and a business model that strongly focuses on health plan automation and self-service needs. RealMed has been especially successful understanding the unique needs of providers, and in helping providers improve their payment cycles. The combination of health plan-supported and provider-supported business models paired with both free and premium product lines creates multiple customer options.

In short, we expect to operate more competitively and serve you better as one united enterprise with two businesses.

2. **How will the new company be branded?**

The company will be known as “RealMed, an Availity Company.” We will operate as one enterprise.

3. **Will health plans continue to work with the same people who managed their relationships before the announcement?** Yes.

4. **Why is this good for our provider network? Will the providers be asked to migrate to a different platform?**

The RealMed acquisition enables us to begin offering a suite of premium revenue cycle management solutions across our diverse markets, to our network of over 65,000 physician offices. As growth in high deductible health plans continues, and financial responsibility shifts from health plans to patients, providers need tools to help them more tightly manage their billing and payment collection processes. RealMed’s advanced revenue cycle solutions offer providers these capabilities.

Providers who currently use the Availity free services and/or the RealMed premium services will continue to access them as they do today – there is no change at this time. As we align our capabilities, we expect to develop more integrated ways for providers to access both solution sets.



Continuity & Change

FAQs for Health Plan Customers of Availity and RealMed



5. **Why is this good for our membership? What changes will our members see as a result of this combination?**

As neither Availity nor RealMed offers member-facing services and solutions, your members will not see any changes directly related to their benefit plans and services. We expect, however, as more providers adopt and use the Availity and RealMed services for revenue cycle management, that members will be offered the opportunity for more transparent conversations with their providers about their cost of care. We also expect the efficiencies and time savings driven by our combined solutions to translate into more provider time for patients and overall better quality of care delivery.

6. **What is the effect on our Availity or RealMed contract? What if we have contracts with both entities?**

Availity and RealMed will continue to provide services to their respective health plan customers under current contracts and will honor all effective contracts through their existing term.

7. **What is the effect on the Availity or RealMed business model currently in place?**

As both business models offer value and are complementary, both will continue to be used in the market.

8. **What is the financial impact if a provider uses services from both companies?**

The current pricing from each company remains in place. The Availity services will continue to be sponsored by the health plans and offered at no cost to providers, and the RealMed premium services will continue to have provider-pay model.

a. *What if an existing RealMed provider opts for Availity services?*

The provider would register to use the Availity services and have access to them at no cost. We would encourage providers using RealMed to continue doing so – the revenue cycle services offered by RealMed are not available within Availity's no-cost suite.

b. *What if an existing Availity provider opts for RealMed services?*

The provider would contract with RealMed for access to its suite of premium revenue cycle services. Contact RealMed at 1-877-REALMED or www.realmed.com for more information.

9. **Who will lead the new company?**

Julie Klapstein, CEO of Availity, is the CEO of the combined enterprise. RealMed operations will report directly to Russ Thomas, President and COO of Availity.

10. **Will the payer-sponsored model for RealMed services remain the same?**

Yes.

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11. Are my health plan specific products going to be offered on both companies' services (e.g. cost estimators or the Availity Care Profile®)?

Health plan-specific products will continue to be supported as they are today. As we seek to align the companies, we will look for opportunities to enhance both the provider and health plan experience.

12. How will the company deploy/sell to the marketplace? How do my provider representatives communicate this to their providers?

For the near term, Availity and RealMed will continue to market and deploy their services as they do today; Availity will continue to deploy its no-cost solution and RealMed will continue to market and sell its premium revenue cycle solution. The sales organizations are working collaboratively in markets where both operate to ensure the most appropriate outreach occurs with provider groups. We will continue to keep you apprised of emerging details in this area.

13. What is the long term plan to integrate the companies and their product roadmaps? What is the timeline? How will I be kept apprised of plans and progress?

Over the next few months, a long range planning team will be developing the desired end state for the integrated offerings and the time-line in which that will be achieved. When that is complete, the product management teams will develop and communicate the step process that will be used to achieve the integrated solutions. Your Availity and RealMed points of contact will continue to provide updates as appropriate.

14. What is the communication plan for existing RealMed provider customers?

Successfully communicating continuity and change among customers is essential to retaining and growing business through the transition period.

Prior to the announcement, the companies developed a plan for Availity and RealMed to reach out to our combined customers. Customers will receive some combination of personal phone calls, letters or emails about the announcement. We will continue working the plan to keep customers updated over the coming weeks and months by phone, email, direct mail, and in person.

15. How will Availity align its health-plan sponsored model with RealMed's premium services (provider pay) model?

Availity will continue to market a "free to provider" service, and RealMed will complement those efforts with a premium service. RealMed's business model is central to the way Availity will introduce a premium suite of offerings to complement its web portal services which are offered at no cost to providers. Availity has no plans to make RealMed's valued services free to providers.