

## Doctors Gain Control and Add Revenue with Affinity Billing

Affinity Billing Integrates Practice Workflow Management and Medical Billing

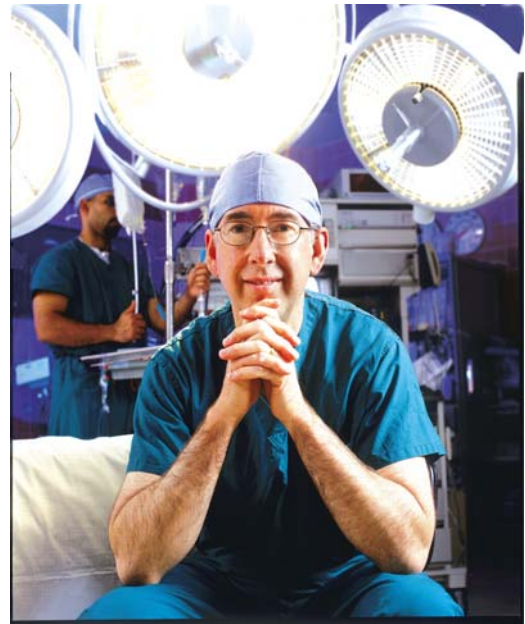
**Marlboro, NJ (PRWEB) February 1, 2006** – Dr. Glenn W. Laub, the founder and Chairman of the Cardiothoracic Surgery Department at St. Francis Medical Center in New Jersey, has seen his department's monthly collections increase by 19% since engaging Affinity Billing. "They are specialists," he says, "Affinity Billing understands the world of medical billing and every step of their process is optimized. They've added real value to our practice. Today, our assistants spend less time on overhead and more time with patients."

Dr. Laub's is not the only practice reaping the benefits of Affinity Billing's unique approach to the tedious and intricate medical billing process. Doctors who do their own billing know just how big a chore the process can be. Trained experts are hard to find, and cultivating new talent is arduous and expensive. Since billing takes a backseat to patient care, work can be sporadic, inconsistent, and unreliable. Affinity Billing uses advanced technology to overcome these challenges.

Erez Lirov, Chief Operating Officer of Affinity Billing, says clients regularly see their monthly collections increase by 10% to 35% and A/R beyond 120 days drop from 30% to below 5%. "With a traditional billing process," he says, "there's just no way to get these results."

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**About St. Francis Medical Center:**

St. Francis Medical Center, a member of Catholic Health East, is an acute care teaching hospital, which features regional services including the Heart Hospital, Fox Chase Cancer Center, Neuroscience Institute, Sleep Disorders Center, and an extensive Community Outreach Program. Since inception in 1998, the Cardiac Surgery program of St. Francis Medical Center has consistently received the top ranking by the New Jersey Department of Health and Senior Services for the outcome of cardiac surgery procedures and for the lowest mortality in the state.

**About Affinity Billing:**

Affinity Billing, Inc. is a Third Party Billing Service, Certified by New Jersey Department of Banking and Insurance and operating nationally. Headquartered in Marlboro, New Jersey, Affinity Billing consolidates billing services, tracks payer performance from a single point of control, shares Medicare compliance rules globally, and creates massive economies of scale. It guarantees improved practice profitability and 100% billing transparency. The service leverages comprehensive practice workflow technology, including patient scheduling, SOAP notes, Electronic Medical Records (EHR), electronic claim submission, followup, and 24x7 online financial reporting.