



Press Release  
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## Doctors Improve Patient Care with Affinity Billing

Integrated Workflow Helps Manage Growing Patient Volume, Regulatory Compliance, and Profitability

**Marlboro, NJ (PRWEB) March 21, 2006** – Patients appreciate excellent care and keep Dr. Makar’s schedule busy. Dr. Gamil Makar, Family Medicine, St. Joseph’s Health System, has seen his appointment frequency grow by 24% since engaging Affinity Billing. “To keep up with growing demand, our practice management team must work like a clock,” says Dr. Makar. “High patient volumes coupled with low administration costs mean improved profitability.”

Dr. Makar has joined hundreds of other doctors reaping the benefits of Affinity Billing’s unique approach to the hectic and difficult practice management process. Since practice management takes a backseat to patient care, work can be sporadic, inconsistent, and unreliable. Affinity Billing uses advanced technology to overcome these challenges.

“The key to full payments and low administrative overhead is integrated practice workflow, including patient scheduling, SOAP notes, and revenue cycle management,” says Dr. Yuval Lirov, CEO of Affinity Billing, inventor of several patents in artificial intelligence and computer security, and author of “Mission Critical Systems Management” book. “An intelligent scheduler avoids billing errors, manages patient flow, helps maintain regulatory compliance, alerts about unpaid balance, and expedites referral and authorization management. Solid technology offloads complexities of practice management and enables profitable operations.”

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**About St. Joseph’s Healthcare System:**

St. Joseph’s Healthcare System, Inc., is a comprehensive healthcare organization serving northern New Jersey. Beginning as St. Joseph’s Hospital and expanding to encompass a tertiary medical center, an acute care hospital, a trauma center, a nursing home and a number of ambulatory sites and clinics, the system is renowned for exceptional cardiac and cancer care as well as the Children’s Hospital. The Magnet Award winning nurses and the dedicated clinical and professional staff, together with the physicians have made St. Joseph’s one of the most highly respected medical facilities in the region.

**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.