

Doug Bilbrey, SSI GROUP:

Financial institutions are undergoing tremendous change. Efforts to cut costs and do more with less continue to deliver bottom line results, but the next phase will see increasing pressure to drive revenue growth. With the unprecedented wave of new regulations and heightened awareness of corporate governance standards, greater investor expectations and the need to make decisive value-producing technology investments will impact your long-term strategies. Finding and delivering new value while dealing with the challenges of change stimulates creativity in tapping into unused value that exists internally as well as externally through new business intelligence platforms.

Medical banking platforms seek to free up specific, measurable, and currently unrealized, potential that can immediately support your revenue and asset growth, positioning and initiatives. How is your organization utilizing medical banking platforms? What are the key ROI metrics? What does the future hold for moving from a payment/remittance tool set to a business intelligence platform for healthcare?

Questions for panelists:

- 1. National healthcare information architecture is being heralded as the next big step for healthcare and the Obama Administration has engaged healthcare organizations and providers by allotting \$19 billion dollars for Health Information Technology (\$2 billion earmarked for grants). Do you feel that these incentives will bring a more widespread adoption and interest in the relationship of medical banking platforms?**
- 2. Technology isn't the sole driver in today's environment. Coupled with the critical mass adoption of cross-industry EDI solutions, new "inter-organizational systems" are enabling community banks to assist their healthcare customers to ramp up their networks. Do you believe that these systems will fundamentally alter the rules of competition in healthcare markets by reducing operating costs for care givers?**
- 3. Employers need lower healthcare costs. Banks need fee revenues in a low interest rate environment. The frustration of the industry's reimbursement process has enabled banks to promote their core competencies. What have the panelists seen in their own experiences and how would they relate their own experiences to encourage adoption by the healthcare industry?**
- 4. Banking solutions will support our national information architecture for healthcare. These networks will extend into urban, suburban and rural neighborhoods to support the medical needs of families. What do you believe are some of the key ROI metrics and how these metrics interplay into this scenario?**
- 5. What does the future hold for moving from a payment/remittance tool set to a business intelligence platform for healthcare?**