

SEVENTH NATIONAL

MARCH 11-13, 2009

# MEDICAL BANKING INSTITUTE

BUILDING AN ELECTRONIC  
Medical Banking  
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Seventh National Medical Banking Institute | March 11-13, 2009 | Nashville, TN

BUILDING AN ELECTRONIC  
**Medical Banking  
Community**

**Keynote Panel – Banking on Better Healthcare**

Al Briand, Treasury Services Global Product Management and  
Strategic Development

Managing Director and Division Head

## Why Are Banks at the Table?

### ❖ U.S. Cash and Payment Provider – Treasury Services

- Components of need and solutions are very applicable to the healthcare vision

### ❖ Healthcare Provider

- Growing market for banks

### ❖ Consistent Business Plan or Hobby?

- Fundamentals stand objective scrutiny

**The requirements and issues of the Healthcare industry have significant synergy with mainstream banking solutions for payment collection and disbursement.**

## Similar Fundamental Needs Provide Perspective

### ❖ Treasury Services / Healthcare Transaction Support

- Quality Service
- Affordable
- Speed
- Secure
- Global
- Cash Flow / Credit

Common elements of need underlie the traditional banks cash and payment business and that of healthcare transaction support.

## Synergies of Strong Business Case...

- ❖ Standardization Essential
- ❖ Balances Attractive
- ❖ Innovation rewarded
- ❖ Wholesale / Retail Partnership
- ❖ Information Driven
- ❖ Payment – Payment – Payment
- ❖ Paper – Image – Electronic
- ❖ Industry need to coalesce
- ❖ Security, compliance, and risk givens

The synergies of Healthcare and Treasury Management elements provide efficiency in servicing the needs of the multiple markets.

## SUMMARY

- ❖ Banks are “at the Healthcare Table”
- ❖ The Fundamental needs of Healthcare and Treasury Management are aligned
- ❖ The components of solutions are very synergistic
- ❖ The business case for continued growth is strong



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