

ALPHA REVIEW'S BOB FORNICOLA PRESENTS AT THE 2013 MITCHELL INTERNATIONAL, INC. P&C CONFERENCE

Fornicola discussed Out-of-Network Negotiations and Medical Bill Review as a Competitive Advantage

NAPERVILLE, IL. (April 11, 2013) – Alpha Review’s Vice President of Operations, Bob Fornicola, was among the prominent presenters and panelists at the Mitchell International, Inc. (“Mitchell”), Property & Casualty Conference, April 9 - 10 at the Rancho Las Palmas Resort & Spa, in Rancho Mirage, California. Alpha Review is a leading Medical Bill Review company that utilizes the most advanced technology and expert staff to achieve the maximum, appropriate medical cost containment results for clients.

Mr. Fornicola presented to other industry leaders in the P&C industry on the strategic use and benefits of out-of-network negotiations (OON) on medical charges. The presentation focused on the evolution of out-of-network negotiations, and the value of OON in a comprehensive medical cost containment program. Leading off the OON presentation were Greg Gaughan, Vice President-General Manager of the Mitchell NHQ division, and Huey Antley, Director of Data Analytics at Mitchell. The presentation wrapped up with a conversation with Mr. Gaughan and Mr. Fornicola, in which Mr. Fornicola shared his experience and insight regarding the past, present and future of OON, including Mr. Fornicola’s view on how to build a comprehensive cost containment program.

Later in the conference, Mr. Fornicola, alongside three other industry experts, discussed “Medical Bill Review as a Competitive Advantage.” Medical Bill Review can often be misperceived as *just* fee schedule application, duplicate billing detection, and PPO discount application. The panel dialogue was designed to examine other key drivers, such as workflow design and outsourcing, which can make a medical bill review operation a standout success. Mr. Fornicola was joined on the panel by three other industry professionals and the discussion was moderated by Erika James, Vice President, Client Services & Strategic Partners at Mitchell.

The Mitchell P&C Conference is an exclusive two-day event targeted specifically for Property & Casualty claims executives to connect with some of the most knowledgeable insurance, business, and technology experts presenting on today's critical claims issues. The conference is hosted by Mitchell, a leading provider of Property & Casualty claims technology solutions.



About Alpha Review

Alpha Review Corporation (ARC) was formed in 1995 as a medical bill review company. ARC customizes its bill review services to meet the client's individual needs by setting specific and unique customer notification parameters, providing customized management reports, and meeting any number of perhaps seemingly minor, but critical needs. This ensures a smooth and efficient bill review process, leveraging ARC's experience and proficiency in the market to provide customers with the best possible savings. ARC is the focal point of clients' needs for bill review expertise in any state. The organization is a single resource, processing all bills at one location. For more information, please visit www.alphareview.com.

About Mitchell International

As a leading provider of Property & Casualty claims technology solutions, Mitchell processes over 50 million transactions annually for over 300 insurance companies/claims payers and over 30,000 collision repair facilities throughout North America. Founded in 1946, Mitchell is headquartered in San Diego, California, and has 1,700 employees. The company is privately owned primarily by the Aurora Capital Group, a Los Angeles-based investment group. For more information about Mitchell, visit www.mitchell.com.

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