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FOR IMMEDIATE RELEASE

**IRM, Inc. releases next generation Revenue Management Reporting solution
Hospital Business Performance Management (HBPM)**

San Diego, CA, March 4th, 2010 – Integrated Revenue Management, Inc., a leading technology, education, and consulting firm supporting hospital revenue management initiatives, today announced the releases and general availability of its new software as a service (SaaS) solution, Hospital BPM.

Hospital BPM is an innovative and powerful analytics solution that hospitals use to track and manage vital revenue management initiatives. The solution combines powerful ETL technology with a series of revenue cycle management dashboards. The dashboards offer financial executives and department managers actionable information in a format that hospital finance professionals can easily understand and to which they can easily react.

Said Jack Duffy, Co-Founder of IRM, “This product represents a response to a key need in the industry. Hospital financial executives face two key problems today. Firstly, the volume of data they must analyze and process is increasing exponentially. This deluge of data from disparate sources makes analysis difficult, at best. Making informed financial decisions is further complicated by the unstructured nature of hospital financial information. Combine this systemic problem with a fluid regulatory environment and it makes the job of the hospital finance executive that much more difficult. Reimbursement rules of the road are changing daily and keeping pace with this change is a constant challenge.”

Hospital BPM represents the next generation of healthcare reporting technologies. The SaaS model keeps costs down and allows for rapid adoption across departments. The revenue cycle dashboard transform unstructured data from disparate sources and gives the reporting consumers the information they need to make critical and timely decisions.

Said Duffy; “We began the development of this solution as we typically do, with a live customer, satisfying a real and crucial need. Tufts Medical Center has been our primary beta client. We have worked with Tufts and their needs are quite common. We knew that once we released the solution live with Tufts, we could build upon that experience and release a general solution for the market.

The product is officially generally available. IRM, Inc. is planning a series of webinars and live product demonstrations and will be working with other clients to roll out the system live in production. Learn about the solution at <http://www.irminonline.com>

For more information on the solution or to schedule a demonstration, contact Kevin Miller at kmiller@irminonline.com

About Integrated Revenue Management

Integrated Revenue Management (IRM), is a national healthcare education company focused on improving all aspects of revenue cycle management while increasing efficiency, compliance, and sustainable financial stability. IRM's hospital partners conservatively expect to recover annual net income improvements in excess of \$225 million over the next 12 months.

Conceived in 1995, founded in 2000, Integrated Revenue Management has assisted hospitals and other healthcare organizations to identify, capture, and collect the full value of each service performed.