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FOR IMMEDIATE RELEASE

IRM, INC. ANNOUNCES HOSPITAL BPM SUPPORT FOR NEW HFMA MAP KEYS

San Diego, CA, July 8th, 2010 – [Integrated Revenue Management](#), Inc., a leading technology, education, and consulting firm supporting hospital revenue management initiatives, today announced that its innovative web-based solution for proactive revenue cycle management, Hospital BPM, supports the newly announced HFMA MAP Keys for revenue cycle excellence.

Created by healthcare leaders, HFMA's MAP sets new standards for revenue cycle excellence. It defines the indicators, offers resources to track and improve performance, and honors excellence.

HFMA has worked with many in the industry to develop the Keys. They are defined as a common set of revenue cycle key performance indicators (KPIs). HFMA's stated purpose for the MAP Keys is to promote the consistent reporting practices and peer-to-peer comparisons needed to achieve significant revenue cycle performance improvement.

[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, "The MAP Keys recently updated and published by HFMA are a good first step for a hospital in understanding the type and value of information we must track in order to proactively manage the complete revenue cycle. What hospital BPM provides is the mechanism for integrating the disparate data that exists and make actionable the MAP Keys provided by HFMA.

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

Said Duffy; “Hospital BPM began because our large client base asked us to develop this solution to fill a void that existed in traditional hospital reporting and billing solutions.” You can learn more about this solution at http://www.irminonline.com/services/rms_hbpm.htm.

For more information on the solution or to schedule a demonstration, contact 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.