

January 14, 2014



Urology Austin Selects CareCloud To Streamline Practice Management and Operations, Prepare for ICD-10 Transition

One of Texas' Largest Urology Groups Replaces Current System with Cloud-based Platform to Stay Ahead of Reform Mandates and Support Growth

MIAMI & BOSTON--(BUSINESS WIRE)-- [CareCloud](#), the fastest-growing provider of [cloud-based practice management](#), [electronic health records \(EHR\)](#), and [medical billing](#) software and services, today announced that Urology Austin, one of Texas' largest urology specialty groups, has selected CareCloud's cloud-based revenue cycle management solution, [CareCloud Concierge](#), for 20 providers caring for patients across 17 locations. Urology Austin will leverage CareCloud's practice management and revenue cycle management offerings to bolster its operations while staying ahead of critical government mandates like ICD-10. In addition, CareCloud's practice management solution will tightly integrate with Urology Austin's long-standing clinical solution, [UroChartEHR®](#), an EHR from CareCloud partner HealthTronics, Inc., a subsidiary of Endo Health Solutions Inc. (Nasdaq: ENDP).

"We knew we needed a modern, cloud-based solution to help streamline revenue cycle management across our enterprise as we prepare for ICD-10 and various other billing reform efforts in healthcare," said Robert Lindahl CEO of Urology Austin. "It became clear that CareCloud's offering was superior to other cloud-based solutions in the market, providing a flexible practice management system that will allow us to allocate operational resources more efficiently while achieving higher revenue realization, reducing days in accounts receivable and increasing our relentless focus on delivering outstanding patient care."

CareCloud Concierge is a complete revenue cycle management solution that combines the power of CareCloud's practice management software with the expert services of its billing and collections teams to help medical practices optimize their revenue cycle from start to finish. As part of the Concierge solution, Urology Austin physicians and their staff will utilize a common cloud-based practice management platform that can be accessed via any web browser and features CareCloud's award-winning user experience and design. For more information on CareCloud's Concierge revenue cycle management solution and other products, visit www.carecloud.com/solutions.

"We are thrilled that Urology Austin has selected our cloud-based revenue cycle management offering, a decision that validates the current replacement market underway in the practice management space," said Albert Santalo, Chairman and CEO of CareCloud. "Leading groups like Urology Austin realize that as government mandates evolve and newly insured Americans enter the healthcare system, they require a flexible system that can help them navigate increasing complexity while also leveraging the latest in cloud-based technology."

Physicians are increasingly concerned about the health of their practices. The findings of the 2013 [Practice Profitability Index \(PPI\)](#), which surveyed more than 5,000 physician participants regarding issues impacting the financial and operational status of their practices, found that three of the top four issues negatively affecting profitability for all physicians stemmed from healthcare reform, led by declining reimbursements (**65%**), rising costs (**57%**), Affordable Care Act-related requirements (**48%**) and coding and documentation changes, including ICD-10 (**44%**). The PPI also found that (**48%**) of physician practices indicated that increased operational and billing pressures will leave them unable to accept any of the influx of 30 million newly insured Americans expected to join the healthcare system, indicating a concerning issue with access to care.

About Urology Austin

Urology Austin (UA) is the largest urology group in Austin with 18 urologists, a pathologist and radiation oncologist in 16 locations. UA is recognized for excellence in providing treatments of all aspects of male and female urology including incontinence, BPH, low testosterone, and urologic cancers such as prostate, bladder, kidney and testicular cancer. To learn more about Urology Austin please visit www.urologyaustin.com.

About CareCloud

CareCloud is a leading provider of cloud-based practice management, electronic health record (EHR), and medical billing software and services for medical groups. The company's products are connecting providers to one another – and to their patients – through a fully integrated digital healthcare ecosystem that can be accessed on any browser or device.

CareCloud is helping thousands of physicians to increase collections, streamline operations and improve patient care in over 48 states, and currently manages over \$2 billion in annualized accounts receivables on behalf of its revenue cycle management clients. To learn more about CareCloud, please visit www.carecloud.com.

Urology Austin

Diane Baker, 512-796-1048

Marketing and Physician Relations

Diane.Baker@urologyaustin.com

or

CareCloud

John Hallock, 617-615-7712

Vice President, Corporate Communications

media@carecloud.com

Source: CareCloud