

AMERICAN EXPRESS
GLOBAL CORPORATE PAYMENTS

AMEX HC INSIGHTS LinkedIn Sponsored Update

CR5.0 (02/08/15)

Sponsor Ad #1: (BIP Video) Theme: Modernize your back office/ maximize your cash flow

INTRO:

Medicare payments will continue to go down in 2016.* Maximizing your cash flow has never been more important. Learn about one solution in this video:

HEADLINE:

Is Your Back Office Weighing You Down?

DESCRIPTION:

Mountains of paperwork and paper checks can bog down your AP department. American Express can help.

*Source: Healthcare Finance News, "Medicare Advantage premiums to inch lower in 2016 as enrollment climbs, CMS says," September 15, 2015

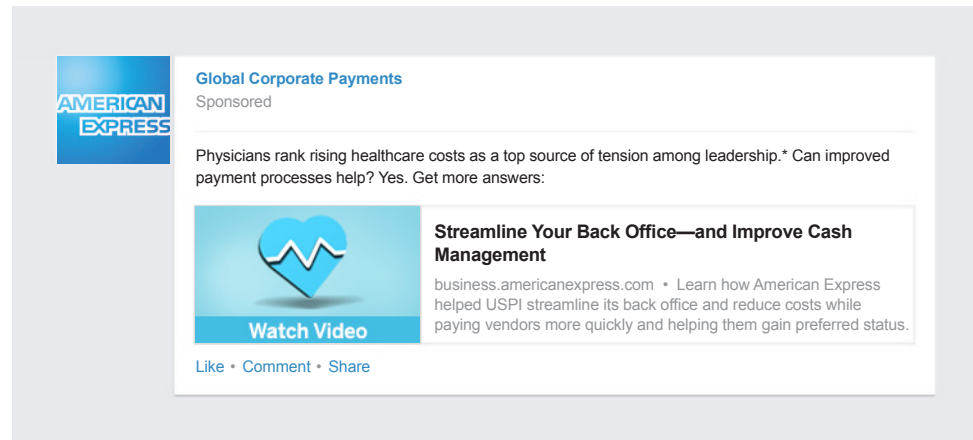
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Sponsor Ad #2: (USPI video) Theme: Become more efficient

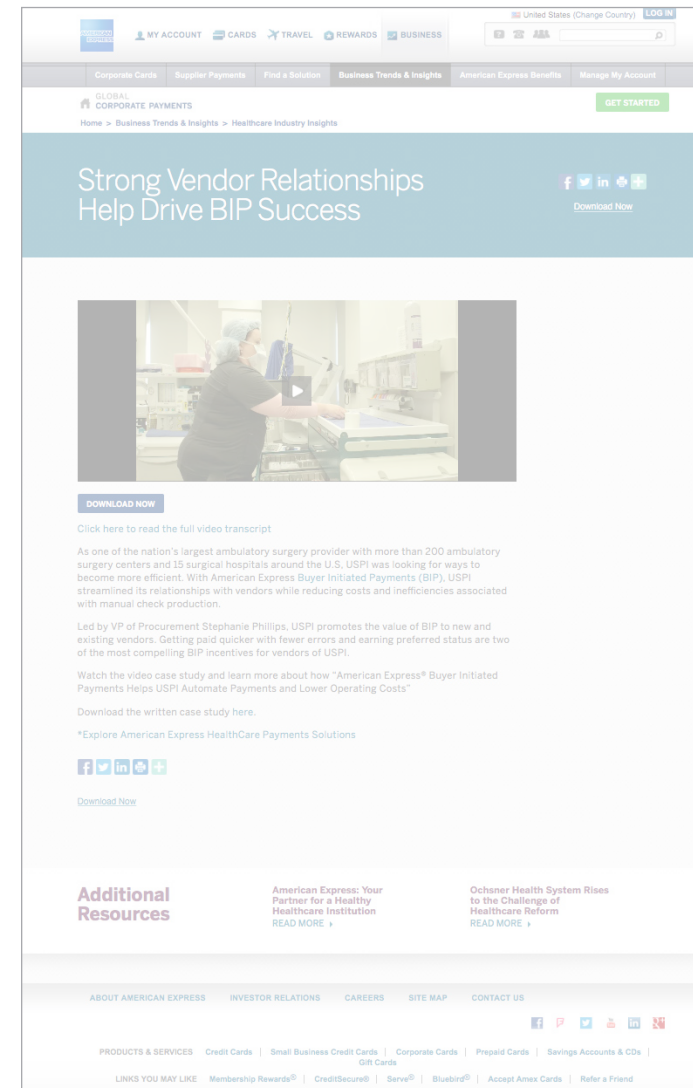


INTRO:
Physicians rank rising healthcare costs as a top source of tension among leadership.* Can improved payment processes help? Yes. Get more answers:

HEADLINE:
Streamline Your Back Office—and Improve Cash Management

DESCRIPTION:
Learn how American Express helped USPI streamline its back office and reduce costs while paying vendors more quickly and helping them gain preferred status.
*Source: American Association of Physician Leadership, "The Value of Physician Leadership Survey," April 6, 2015

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Sponsor Ad #3: (Ochsner Case Study) Theme: Cash flow advantages

INTRO:
Hospitals have absorbed \$121 Billion in cuts since 2010.* Can improving efficiencies and cash flow help make up the difference?

HEADLINE:
Ochsner Health System Rises to the Challenge of Healthcare Reform

DESCRIPTION:
This large health network helped improve cash management while reducing costs, becoming a model of efficiency organization-wide. Find out how they did it.
*Source: AHA Fact Sheet, "The Financial State of U.S. Hospitals," September 8, 2015

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Sponsor Ad #4: (Doug Klebe Q&A) Theme: Improve your IT to improve your bottom line

INTRO:
17% more non-profit hospitals project spending increases over the next five years.* Is your back-office technology ready to take on that load?

HEADLINE:
5 Questions about Healthcare's Future—Answers from a Hospital CFO

DESCRIPTION:
In this Q&A, American Express talks with a veteran healthcare CFO about challenges in healthcare finance and how IT solutions can help.
*Source: Fitch, "Capital Spending to Rise for U.S. Non-Profit Hospitals," 2015

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