



For Immediate Release

December 10, 2008

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PASSPORT OFFERS INTEREST-FREE MEDICAL FINANCE CARDS

Partnership with Aequitas Capital Management

Integrates with Existing Patient Estimate and Payment Capabilities

FRANKLIN, Tenn. and PORTLAND, Ore. – [Aequitas Capital Management, Inc.](#), Portland, Ore., will be extending its zero-interest, non-discriminatory medical finance card to hospital patients alongside other administrative and financial services offered by Franklin, Tenn.-based [Passport Health Communications, Inc.](#)

The partnership agreement allows for Aequitas Capital's [CarePayment](#)[®] medical

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finance card program to be marketed with Passport's revenue cycle management products and services. The [CarePayment](#)[®] program features a hospital-branded card that is available to any patient owing fees for health care and is received by the patient as an extension of a hospital's overall mission to its community. The program is completely non-discriminatory as cards are issued without an approval or application process and cardholders incur no finance charges. Additional hospital charges may be added to the card as long as the patient is current with minimum monthly payments.

Hospitals can use Passport's insurance [eligibility](#) data to verify patients' coverage and check for [government aid](#). They may then proceed with other products and services including, but not limited to, verifying a patient's [credit report and score](#), generating a [patient estimate](#) and soliciting payment via [credit card](#) or [cash](#). The CarePayment[®] program can be offered as a payment option pre-service or as part of the hospital's collection efforts post-service.

Jeff Drake, Passport chief sales and marketing officer, said the partnership is indicative of a growing demand from hospitals for retail-oriented patient payment plans and financing.

"Hospitals are treating more self-pay patients, many of whom cannot afford the cost of care and contribute to hospitals' inflating amount of bad debt and charity care," said Drake. "Interest-free programs provide a manageable payment avenue for the patient and allow the hospital to collect for services it might otherwise write off."

Aequitas Capital Management Senior Managing Director Steve Wright believes the patient-friendly aspect of a zero-interest finance card is beneficial to both patients and hospitals.

"For the growing number of patients who cannot pay within terms using cash,

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check or traditional credit cards, [CarePayment](#)[®] provides another payment option with extremely generous terms,” he said. “No other industry has a similar need to offer zero-interest payment plans to such a broad variety of consumers. We attribute much of our success to a patient-friendly approach, from initial setup through the monthly invoicing and offering multiple payment methods.”

Wright added that hospitals need help to compensate for the increase in uninsured and under-insured patients, declining government reimbursements and growing deductible requirements for insured patients. A patient-friendly finance program like [CarePayment](#)[®] is a viable way for health care providers to substantially improve patient-pay receivables performance while simultaneously improving their overall mission to the community.

Since launching the [Synergy+ partnership program](#) in 2008 Passport has developed more than a dozen corporate [partnerships](#). The company plans to continue expanding the program in 2009 to involve additional companies representing the full range of revenue cycle management.

About Passport Health Communications, Inc.

Passport Health Communications, Inc. is a health care technology provider headquartered in Franklin, Tenn. Passport’s products and services are used by more than 5,300 hospitals, physician practices and other health care providers in all 50 states. The company delivers a range of administrative, clinical and financial tools via real-time, batch and integrated technology to improve the efficiency and accuracy of the revenue cycle process. For more information, visit www.passporthealth.com.

About Aequitas Capital Management, Inc.

Aequitas Capital is a value-oriented alternative investment manager headquartered near Portland, Oregon. The firm offers a variety of private equity, mezzanine and secured debt investment strategies, focusing on middle market companies, as well as the health care and renewable energy sectors. Aequitas Capital also provides financial advisory services , including mergers and acquisitions, commercial finance solutions, restructuring, recapitalization and fund placement. For more information, visit www.aequitascapital.com or www.carepayment.com.

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