

# Creating secure connections, setting new standards

2000

*VisionShare* founded

2001

December: Secure Exchange Software introduced to Part A provider market

2002

November: 40 providers connect using *VisionShare*

2003

July: Minnesota Department of Health uses *VisionShare* for secure automated disease reporting

October: Centers for Medicare and Medicaid (CMS) approve *VisionShare* as the first Internet-based connectivity solution

2006

July: *VisionShare* provides secure connectivity to all Medicare contractors

October: *VisionShare* receives Tekne Award for emerging Minnesota software and communications company

2007

September: Secure Exchange Software is CAQH CORE certified

November: Secure Exchange Site Web portal launched to Part B provider market

## Simply connect.

*VisionShare*® is an eHealth connectivity leader dedicated to creating, building and managing solutions for secure healthcare information exchange.

Founded in 2000 by Amy Coulter<sup>1</sup> and John Fraser, *VisionShare* connects healthcare providers of all sizes with Medicare, Medicaid and other health plan payers using simple, reliable and affordable solutions. Today thousands of hospitals and healthcare facilities nationwide use *VisionShare* Secure Exchange Software and managed services to ensure security, mitigate risk and significantly decrease management costs associated with delivering confidential and proprietary information over the Internet and across networks.

## Simply responsive.

*VisionShare* spent its early years consulting with companies to address their security concerns. One thing became increasingly clear—there was an overwhelming need for a secure, Internet-based communications infrastructure. Responding to market demand, the company leveraged its intellectual capital and developed Secure Exchange Software, a proprietary online platform for secure electronic data communications and information exchange.

For healthcare providers, contractors and government agencies, *VisionShare* Secure Exchange Software is the only solution of its kind that allows providers to replace outdated, unreliable and costly modems and leased-line connections with an Internet-based solution that has been approved by the Centers for Medicare and Medicaid (CMS). *VisionShare* Secure Exchange Software is used by healthcare providers to transmit HIPAA-compliant Electronic Data Interchange (EDI) transactions to Medicare, access the national Medicare eligibility database and connect to Medicaid and commercial payers.

## 2007

December: 2000 healthcare providers connect using *VisionShare*

## 2008

September: Total OnBoarding™ launched to payer market

November: 4000 providers connect using *VisionShare*

December: Noridian Administrative Services becomes first Total OnBoarding™ Customer

## 2009

April: 5000 providers connect using *VisionShare*

August: *VisionShare* receives EHNAC healthcare network accreditation

### **Simply focused.**

While many markets could benefit from the *VisionShare*® Secure Exchange Software platform, the company decided to focus exclusively on the healthcare industry, and specifically on administrative EDI transactions, in which sensitive information must be protected. The timing for *VisionShare* Secure Exchange Software couldn't have been better. It coincided with several concerns that are now at the forefront of the healthcare industry:

- An increasing need to protect sensitive data due to patient privacy issues (HIPAA)
- The ever-present and growing threat of fraud and identity theft
- An aging population with more Medicare claims
- Government mandates for Medicare reform and data center consolidation
- A need for a nationwide platform for secure healthcare information exchange

### **Simply innovative.**

*VisionShare* offers connectivity solutions for healthcare providers of all sizes covering all lines of business. The company supports large hospitals and groups of facilities through an enterprise-wide, server-based solution and offers desktop software or Web-based options to small and mid-size providers and individual physicians. *VisionShare* also works with healthcare practice management system vendors to integrate *VisionShare* Secure Exchange Software into their application in order to simplify connectivity for their customers.

And now *VisionShare* offers a solution for Medicare contractors and health plan payers, Total OnBoarding®. Introduced in 2008, Total OnBoarding™ is an automated, online self-service enrollment and testing system that helps Medicare contractors and payers simplify the process of establishing relationships with new providers and/or claims submitters. Total OnBoarding® helps Medicare contractors and other payers streamline processes in a way that is user friendly for submitters. Simply put, Total OnBoarding® eliminates multiple manual steps, streamlines enrollment, and allows new submitters to begin processing transactions faster.

### **Simply driven.**

The company's aim is to support both healthcare providers and insurers in reducing some of the costs associated with healthcare administration, and at the same time, opening new paths for healthcare interoperability and secure electronic information exchange.

Having invested substantially in developing its infrastructure, *VisionShare* is focused on helping the healthcare industry to *simply connect*.

