

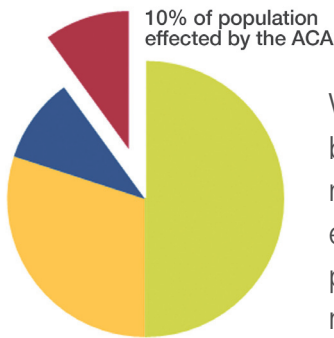


RESOURCE CORPORATION OF AMERICA

DISSECTING THE AFFORDABLE CARE ACT

As the Affordable Care Act Approaches

As of August 2013, 84% of the population is still unclear about all the elements of the Healthcare Reform, and soon they will be turning to healthcare providers to supply reliable and informative information about the enrollment process and exchanges. RCA will be there at every point.



While 50% of the population will continue receiving healthcare benefits from their employers, 30% will be covered by government funded insurance and 10% will continue to not be covered at all. That leaves us with 10% of the population being potentially covered by the new healthcare exchanges who need our help.

The RCA Investment

Resource Corporation of America is currently a Certified Application Counselor Organization as designated by the Centers for Medicare and Medicaid Services (CMS), as well as a Champion for Coverage, also through CMS. In addition, we have reached out to local Navigators to enrich our outreach efforts for those at-risk populations eligible for insurance under the health exchange. All RCA employees are receiving extensive CAC training as offered through CMS to prepare them for assisting patients with the health exchange and to have knowledge on par with Navigators and other CAC organizations. RCA understands the potential obstacles for enrolling patients, and we have invested in technological infrastructure to enable our staff to assist patients at their bedsides with greater ease and flexibility, including hardware updates and software programs for training modules. Our dedicated ACA staff, who is responsible for researching the ACA and educating all staff, is staying continually updated on the daily changes of the ACA.



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Our 3 Prong Approach

RCA is at every point of your revenue cycle and prepared to incorporate the elements of the ACA into our already flexible solutions. We have established a flat fee per application completed for patients whose accounts are referred to RCA by the healthcare facilities.

POINT-OF-SERVICE

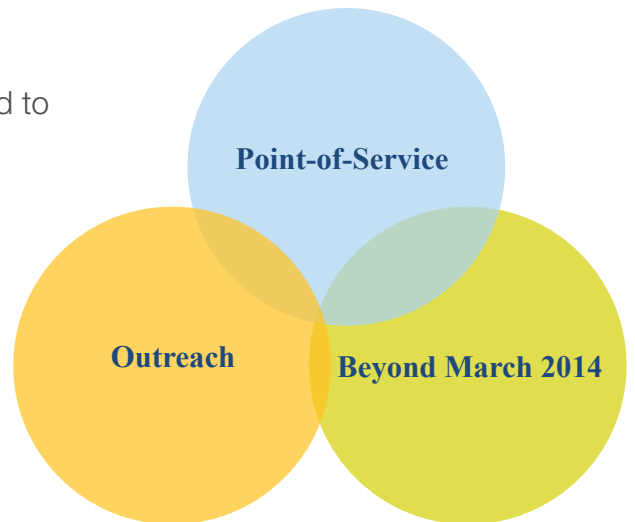
While RCA is already on-site converting at-risk dollars into revenue, we will implement the new ACA rules by educating and enrolling the hospital's uninsured and self-pay population in the Marketplace.

OUTREACH

Outreach process includes partnering with our client hospitals for lists of patients with multiple dates of service, who frequently utilize the emergency department or other hospital services, and who are unfunded or only have coverage through hospital charity or county indigent programs. We will identify those patients eligible for assistance through Medicaid or through insurance on the health exchange, as well as identify those already enrolled in the exchange who have failed to pay their premiums and educate them on health exchange compliance.

BEYOND MARCH 2014

We will continue to identify those patients eligible for assistance within the parameters of state Medicaid programs, as well as educate those patients who could enroll for health insurance during the next open enrollment for the exchange, and identify those patients with life events that could lead to a possible enrollment opportunity. We will continue to develop relationships with local Navigators, to ensure that all patients are aware of all benefit options available.



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