



American Association of Dental Office Managers Appoints MDE as Official Insurance Clearinghouse

Strategic partnership will bring real-time technology benefits to dental practices nationwide

Red Bank, NJ – February 26, 2010 – The American Association of Dental Office Managers (AADOM) today announced its endorsement of Mercury Data Exchange (MDE), a provider of real-time electronic data interchange services for dental offices, payers and vendors, as the association's official insurance clearinghouse for its members nationwide.

"At AADOM, we strive to partner with organizations that bring valuable services to our membership, positively impacting the way they do business and allowing them to continue growing as professionals," said Heather Colicchio, president of AADOM. "This partnership enables us to continue working toward our goal and we look forward to educating AADOM members on how MDE's real-time transaction services can help optimize administrative efficiency and improve the financial health of dental practices."

With in-depth involvement in the dental industry for more than 20 years, MDE brings extensive dental services and electronic claims processing experience to the partnership.

"Business savvy dental office managers are looking for technology partners that allow them to have more time to focus on enhancing patient relationships," said Lisa Forsberg, senior vice president at MDE. "MDE's services were developed to provide business staff the insurance and financial tools, including the exact patient responsibility to collect for a finalized claim, at the time of service before the patient leaves the office."

In today's challenging economic times, MDE's real-time claims adjudication connects dental offices with numerous insurance companies, facilitating quicker payment and minimizing time spent filing and reconciling paper claims. Additionally, accurate and final payment information received while the patient is in the office results in easier treatment planning for the provider and reliable patient financial responsibility statements. Staff can collect patient payments at the time of service with no balance billing required, avoiding outstanding payments and increased A/R days.

Additionally, MDE's services help dental offices lower their claims expenses by submitting in real time as opposed to electronic batch claims. These real-time communications with insurance companies enable dental offices to:

- Secure credible information from the payer at the time of the patient visit, optimizing point-of-service collections;
- Increase patient treatment acceptance through real-time pre-determination of benefit responses;
- Streamline A/R days and the billing process by submitting claims the same day services are rendered;
- Minimize staff time spent on the phone with payers by eliminating eligibility and claim status calls;
- Reduce administrative tasks, allowing staff to focus on building stronger patient relationships; and



- Minimize paper, printing and postage costs through utilizing electronic communications and providing electronic EOBs to patients before they leave the office.

"AADOM is well respected in our field as the top educational organization for dental office managers and we are excited and proud to expand our partnership with them," Forsberg said. "We look forward to working closely with this organization of savvy, professional dental office managers over the coming year."

About MDE

Mercury Data Exchange connects dental practices, payers and vendors through real-time technology, including eligibility and benefits verification, real-time claims adjudication, electronic remittance advice and electronic funds transfers. These tools enable dental organizations to minimize paper-based processes, streamline workflow, speed payment times and reduce administrative costs. To learn more, visit www.whymde.com.

About AADOM

The American Association of Dental Office Managers (AADOM) is an organization of professional office managers, practice administrators, patient coordinators, insurance and financial coordinators and treatment coordinators of general and specialized dental practices. The AADOM is committed to creating and maintaining a network of dental office managers throughout the country with the goal of sharing resources and information to achieve the highest level of professional development. For more information, please visit www.dentalmanagers.com.

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