



Preetha Pulusani, founder and CEO of DeepTarget

## Found Its Niche

Huntsville-based DeepTarget is gaining momentum with financial institutions across the country. In particular, credit unions are signing up to use DeepTarget's products as their online banking solutions.

In December and January, DeepTarget had 17 credit unions select its DeepTarget OLB product, which provides a secure, hosted, targeted online display banner ad solution to the credit unions. The ads are personalized to offer members within the financial institution other banking programs that might be of interest to them. The ads are personalized based on the customer's current use of services.

## Capturing Data Enroute

Ambulances are incorporating more technology into their services to enhance patient care. Lifeguard Ambulance Services, which serves the Mobile and Birmingham areas, started using Electronic Patient Care Reporting, or ePCR, in their Mobile ambulances in late December. The ePCR documentation system, which was developed by Sansio Health EMS, provides ambulance medical teams immediate access to state-approved medical protocols via laptop computer, lending guidance for treatment and allowing for more accurate documentation of the patient care process.

"The industry norm—written paper reporting completed once a transport has ended—has become outdated," said Mona Ladnier, Lifeguard's operations manager for Mobile. "The new laptop system allows the paramedic and EMT to record the transport's events in real time as patient care is happening, enabling them to capture data more accurately."

Lifeguard is one of only 400 of the nation's approximately 6,000 ambulance providers currently on line with the new technology.

## Providing More Payment Options

BNY Mellon and The SSI Group Inc. announced in January that as part of an expansion of the alliance between the two companies, SSI's health care provider clients will be able to use BNY Mellon's electronic bill payment capabilities.

Under the agreement, health care providers will be able to add a "pay now" button to the screens they use in interacting with SSI's Real-Time Eligibility Services platform. Serving as a link between the SSI and BNY Mellon's ClearTran operation in New Jersey, the "pay now" button will add an entirely new dimension of electronic bill presentment and payment processing to the services provided by SSI to health care providers.

Headquartered in Mobile, SSI is an established leader in developing revenue cycle management solutions to the U.S. healthcare market. SSI's proprietary ClickON Technology has more than 200,000 built-in edits; delivers HIPAA-certified transactions from Claredi and MHCC; has more than 800 direct payer connections for both hospitals and physicians; and 1,200-plus gateway payer connections for both hospitals and physicians. In addition to its Mobile headquarters, the company has facilities in Clearwater, Fla., Denver, Colo., and Chesapeake, Va. The company has 385 employees.