

ENGAGEMENT BRIEF

# Cylerity / Accelerated Finance



## Situation

Although we prefer not to acknowledge the connection, the financial management of a healthcare provider can either support or hinder the delivery of care.

**The client had a solution that could make a difference.**

If they could be bring clarity and value at the intersection of three exceptionally complex industries—healthcare, finance and technology—the client could do their part to enable better health outcomes.

Eletrope was engaged to define a brand and identity that brings confidence to areas of uncertainty, simplicity to areas of complexity, and innovation to areas of friction. It started with the development of a brand name and extended into every internal and external touchpoint.

# ce·ler·i·ty

noun

Swiftness of movement.

Origin

Late 15th century from Old French *celerite*, from Latin *celeritas*, from *celer* 'swift'.

*cylerity*

## Brand Vision

Healthcare delivery with broader access, greater affordability and higher quality, because financial tools and resources are more attainable, more efficient and more effective.

## Brand Mission

Provide the tools and resources that empower financial managers to support the delivery of care by creating financially robust and vibrant healthcare organizations.

## Brand Values

**Leadership** – delivering innovation-lead solutions that drive better financial management in healthcare.

**Alignment** – aligning ourselves with the mission of the financial manager in supporting the delivery of care.

**Impact** – making a measurable, meaningful, positive difference in the way that healthcare organizations are managed.

**Access** – putting our tools and resources within reach of the greatest number of healthcare providers.

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accelerated finance

cylarity

15 March, 2018  
Dr. Jonas Salk, MD, PhD  
Memorial Hospital  
5432 Hospital Drive  
Anytown, North Carolina 27618  
Dr. Salk,

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With Regards,  
Bill Larzen  
President

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**cylarity**

## Generating Exceptional Value for Capital Source Partners

Medicare and commercial insurance is projected to be a \$1.8 trillion market in 2016. But when it comes to receiving reimbursement from these payers, hospitals and healthcare providers are often waiting 60, 90 or 120 days for payment. Traditional finance strategies try to address this issue but fail to provide the cost-effective, dynamic, timely solution that providers need to maintain value in receivables and manage cash flow.

### The iTec platform facilitates higher performance financing through accurate valuation, security interest perfection and lending automation.

For hospitals and healthcare providers, the iTec solution accelerates cash flow, increases the value of their billings and lowers the cost of financing. Lenders and capital source partners participating with iTec can access new lending channels, decreasing risk over traditional medical receivables lending and increasing yields by more accurately and more deeply lending into a provider's accounts receivable pool.

Increase  
healthcare

### Developing a Comprehensive Service

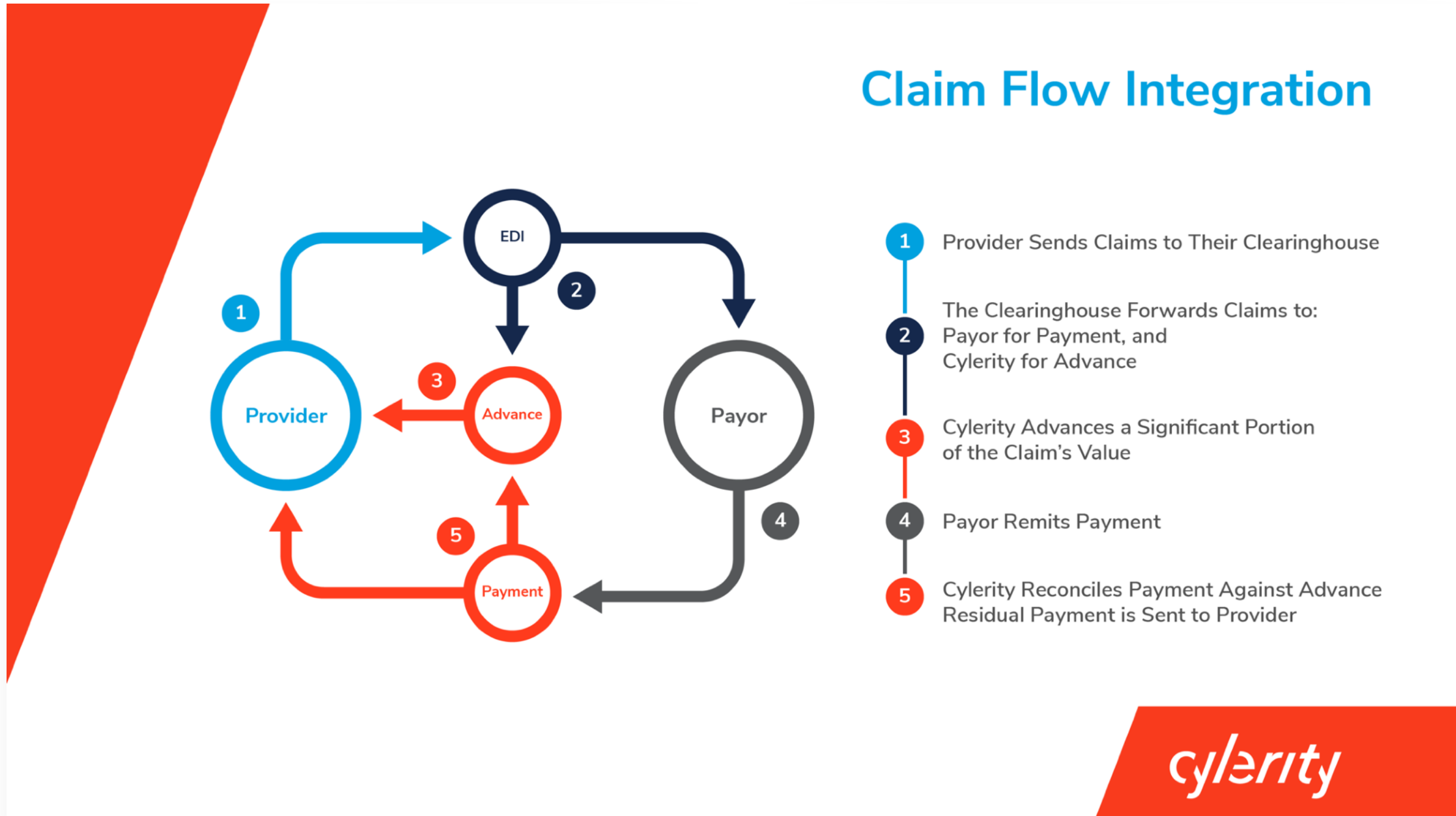
The iTec platform manages every aspect of the daily transaction process, including data acquisition, dynamic valuation, treasury management, collateralization, repayment and tracking, all within the confines of the capital source's and healthcare provider's parameters.

### Valuing Receivables

The core of the iTec platform is the valuation algorithm that builds an exceptionally accurate, highly dynamic, extraordinarily detailed future-predictive model of payments. This model minimizes predictive risk, allowing capital sources to realize increased yields at a lower cost to the healthcare provider.

### Managing Regulatory Compliance

The iTec platform navigates a highly complicated financial and healthcare regulatory framework, including HIPAA requirements for handling protected health information. Capital sources that would normally find this prohibitive now have access to healthcare markets.





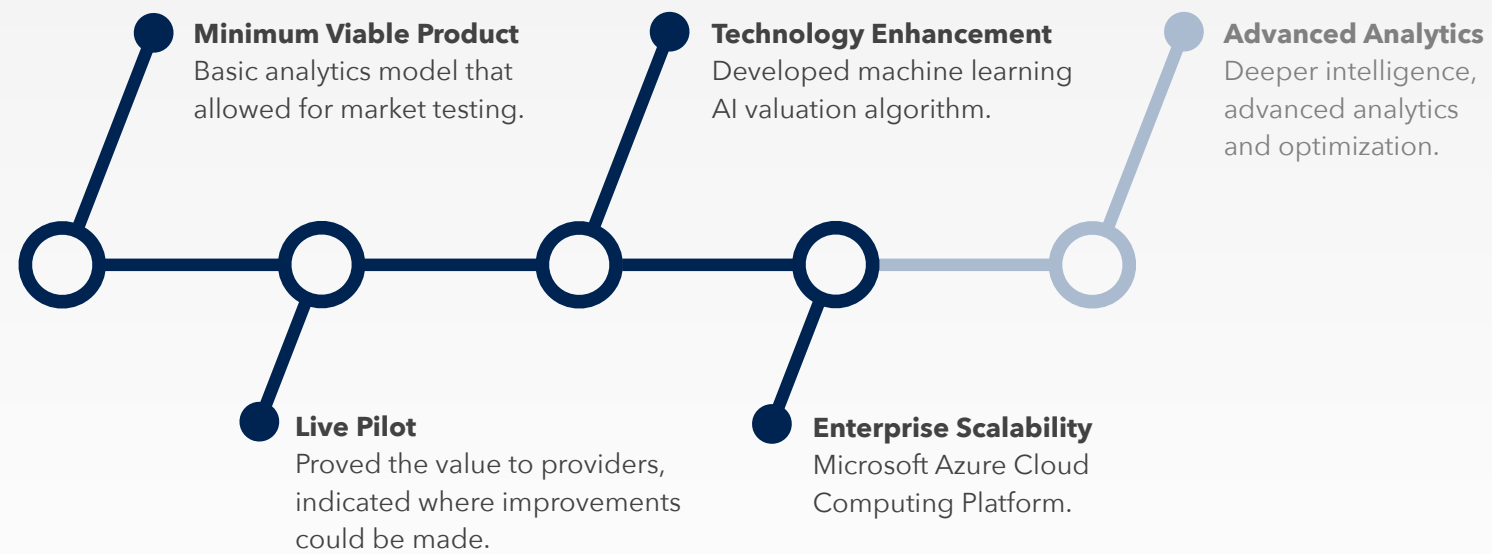


## Defining Opportunity

Differentiating value creation  
enhancing customer relationships  
increasing market capture.



## Technology Roadmap



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sales.cylarity.net

Kenneth Penkowski

**PROVIDERS**

Dashboard  
Providers

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### Complementing RCM

## Responsive and effective asset financing amplifies the benefits from Revenue Cycle Management.

Accelerate cash flow from Medicare and commercial insurance reimbursements.

Healthcare providers face increased pressure to optimize the financial performance of their operations, making the adequacy and timeliness of payment from third-party sources a top concern of healthcare CFOs. Considerable effort is being made in RCM programs to enhance claim quality (the provider's ability to capture and code charges.) However, payment velocity (time in the payer's adjudication process) is often overlooked as an opportunity to enhance revenue value.

Cylarity offers a superior financial strategy for accelerating cash flow related to Medicare and commercial insurance reimbursed receivables. This financial strategy works in concert with revenue cycle management programs—multiplying effectiveness, enhancing the timeliness of payment.

This not only maximizes the value that healthcare providers derive from reimbursement claims, it also creates the ability to benchmark and monetize RCM efforts. Healthcare providers see a benefit in higher claim quality and a benefit of increased volume and velocity of cash flow based on competitively priced asset financing.

As revenue cycle management programs continue to enhance the quality of claims submitted to third-party payers, financing solutions based on Cylarity's claim and payment analysis accelerate advances on receivables in real-time.

Cylarity-enabled financing work hand-in-hand to all financial health.

Management	Cylarity-enabled Financing
Revenue from services.	Accelerate cash flow from reimbursement receivables.
Payment rate.	Enable responsive and cost-competitive asset financing. (Payment velocity)
Technological healthcare	Accelerate revenue as a finance strategy with no affect on service provision or infrastructure.
Revenue ratio.	Increase value of reimbursement receivables.

Providers in control delivering cash flow by platform offers avenues to credit.

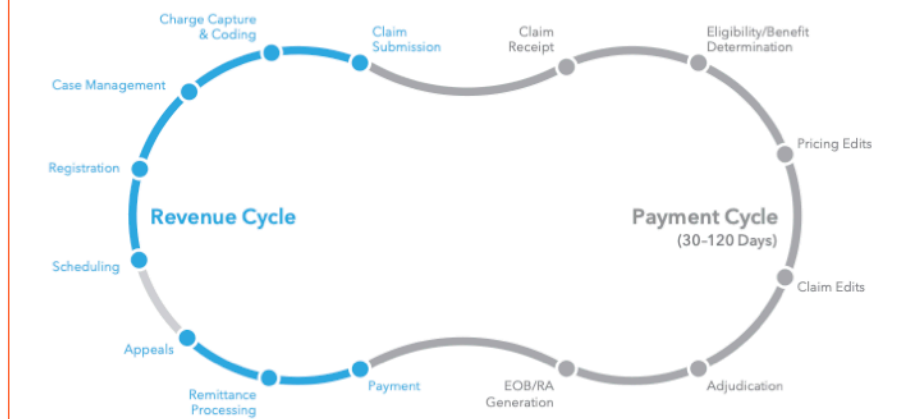


Cylarity introduces a superior financial strategy for cash flow acceleration backed by Medicare and commercial insurance healthcare receivables.

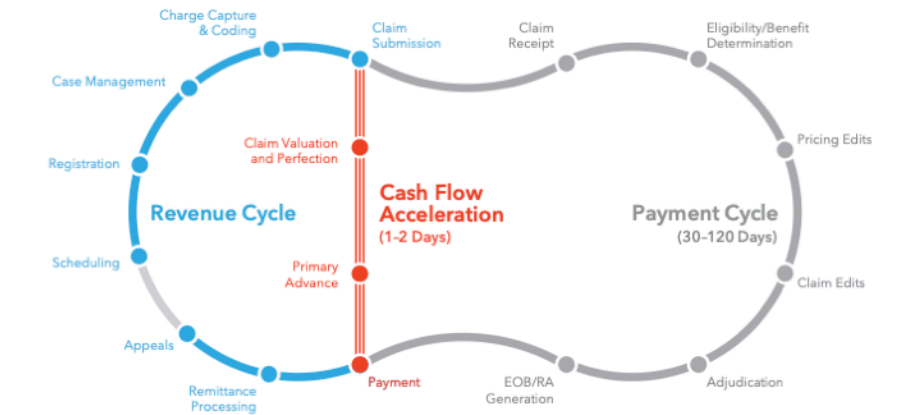
- Accelerate cash flow velocity—with advances initiated in one to two days after claim submission.
- High calculated claim value and high advance amounts as a percentage of value.
- Avoid encumbering blanket, practice or personal liens.
- Leverage third-party payer credit profile and accurate claim valuation to minimize risk-adjusted costs.
- Receive 100% of third-party payments in excess of the advance amount and cost.

### Benefits for Healthcare Providers

Go from this:



to this:



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**cylarity** 30 December, 2020 15:36:28 ET

**SUMMARY** Accounts Receivable Financing

Providers

Provider	Total (n)	Total (\$)	Current (n)	Current (\$)
Reference Lab Corp.	0	\$ 0.00	0	\$ 0.00
Sample Community Hospital	14,859	\$ 63,655,099.97	0	\$ 0.00
First Surgical Center	0	\$ 0.00	0	\$ 0.00
Metropolitan Hospital	0	\$ 0.00	0	\$ 0.00
Smith Memorial Hospital	0	\$ 0.00	0	\$ 0.00

Capital

Source	Allocated (\$)	Total (\$)
Healthcare Finance Capital Corp.	\$12,000,000	\$50,000,000
American Capital Equities Health I	\$ 0	\$ 75,000,000
Finance Corp ARSPV-1	\$ 0	\$ 20,000,000

Servicing

Provider	Servicing (\$)
Reference Lab Corp.	\$ 159,137.75
Sample Community Hospital	\$ 0.00
First Surgical Center	\$ 0.00
Metropolitan Hospital	\$ 0.00
Smith Memorial Hospital	\$ 0.00

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**SETTLEMENT** Treasury Settlement

Transaction Date Range: 07 JUL 2018 - 30 SEP 2019

ACH Transaction — Provider

ACH Transaction — Capital	ACH Transaction — Servicer
\$ 19,492,045.02 Residual (\$)	\$ 108,108.70 Service Fee (\$)
\$ 43,135,372.08 Net Advance (\$)	\$ 108,108.70 Servicer Total (\$)
\$ 44,688,098.46 Recover Advance (\$)	
\$ 868,975.43 Recover Interest (\$)	
\$ 62,585,980.28 Provider Total (\$)	

Recover

Payment (\$)	Recover Advance (\$)	Recover Interest (\$)	Recover (\$)	Residual (\$)	Transaction
\$ 2,419.44	\$ 2,419.44	\$ 2,419.44	\$ 2,419.44	(\$ 2,419.44)	u7dYQ0-6Gq9-002568
\$ 2,419.44	\$ 2,419.44	\$ 2,419.44	\$ 2,419.44	(\$ 2,419.44)	u7dYQ0-6Gq9-002569
\$ 2,419.44	\$ 2,419.44	\$ 2,419.44	\$ 2,419.44	(\$ 2,419.44)	u7dYQ0-6Gq9-002570
\$ 2,419.44	\$ 2,419.44	\$ 2,419.44	\$ 2,419.44	(\$ 2,419.44)	u7dYQ0-6Gq9-002571
\$ 2,419.44	\$ 2,419.44	\$ 2,419.44	\$ 2,419.44	(\$ 2,419.44)	u7dYQ0-6Gq9-002572

Advance

Billed Amount (\$)	Value Prediction (\$)	Gross Advance (\$)	Servicing (\$)	Net Advance (\$)	Transaction
\$ 2,419.44	\$ 2,419.44	\$ 2,419.44	\$ 2,419.44	(\$ 2,419.44)	u7dYQ0-6Gq9-002568
\$ 2,419.44	\$ 2,419.44	\$ 2,419.44	\$ 2,419.44	(\$ 2,419.44)	u7dYQ0-6Gq9-002569
\$ 2,419.44	\$ 2,419.44	\$ 2,419.44	\$ 2,419.44	(\$ 2,419.44)	u7dYQ0-6Gq9-002570
\$ 2,419.44	\$ 2,419.44	\$ 2,419.44	\$ 2,419.44	(\$ 2,419.44)	u7dYQ0-6Gq9-002571
\$ 2,419.44	\$ 2,419.44	\$ 2,419.44	\$ 2,419.44	(\$ 2,419.44)	u7dYQ0-6Gq9-002572

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**cylarity** Sample Community Hospital Chicago, Illinois 30 December, 2020 15:36:28 ET

**TRANSACTION** u7dYQ0-6Gq9-002568

Claim

Provider ID	Provider Name	Payor ID
u7dYQ0	Sample Community Hospital	6101

17 SEP 2019 Claim Date \$ 106,389.40 Billed Amount 13 DEC 2019 Payable Date

Prediction

Predict Value	Predict Time	Allowable Time	Risk Adjustment	Predict Date	Allowable Date
\$ 5,684.70	40 days	83 days	0.59	27 OCT 2019	9 DEC 2019

Advance

Advance Date	Advance Amount	Advance Net
21 SEP 2019	\$ 3,381.83	\$ 3,373.38

0.25% Service Rate \$ 8.45 Service Amount

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Eletrope builds programs that clarify how you connect with your market, identify opportunities to strengthen your position, and engage customers in a memorable and meaningful experience.

To begin the conversation, email

**Kenneth Penkowski**

Senior Partner – Eletrope

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## Brand Management

Generating keen insights and developing a relevant approach to understanding and delivering a resonate brand experience.



## Market Strategy

Deploying the strategies and tactics that drive action by delivering the right message to the right audience at the right moment.



## Sales Enablement

Giving sales organizations an unfair advantage through methodologies and mindsets that build competition-proof customer relationships.



**eletrope**.AGENCY  
communications marketing design