

**Competitor Profile:** Parallon

**Website:** www.parallon.com

**Headquarters:** Franklin, TN

**Established:** 2011

**Number of Employees:** 27,000

**Services Provided:**

- Revenue Cycle
  - Extended business office services
  - Self-pay, early-out services
  - Bad debt collections
  - Medicaid eligibility and advocacy services
  - Third-party liability collections
  - Physician billing and A/R services
  - Payment compliance
- Technology
  - MEDITECH
  - Technical services
  - Support services
  - Staffing services
- HealthTrust
  - Supply chain
  - Clinical Integration
  - Workforce solutions
  - InSight Advisory<sup>SM</sup>

**What we Know about Parallon:**

- Hospital grouping strong in first party
- They are an all or nothing company

**Strengths**

- Revenue cycle
- Workforce management
- Purchased the Outsource Group – a strong 1<sup>st</sup> party EOS company with BD collections
- They are a healthcare provider, so they know what it takes to run a hospital and all current facility challenges
- HCA employees 26K professionals in healthcare, 1.4K hospitals and 11K non-acute care providers

**Weaknesses**

- Primarily located in rural areas
- Many stand alone facilities do not want them in their “back yard”, with the fear of being acquired by HCA

**How Do We Beat Them?**

- Client satisfaction
- No complaints

## Parent Organization: Hospital Corporation of America (HCA)

### Subsidiaries:

- **Multiple Hospitals and Medical Clinics in US and in the UK**
- **PatientKeeper** – Clinical and financial applications to streamline physician workflow
- **Lucknow Municipal Corporation** – Civic infrastructure and administration in India
- **Sarah Cannon Research Institute** – research facility for therapies for patients including drug development
- **Vision Holdings** – develops and provides website development and online tools through a software-as-a-service model to government and municipal clients
- **HCA Information Technology & Services, Inc.** - offers enterprise legacy application maintenance and data processing services
- **HCA – IT&S Field Operations, Inc.** – provider of healthcare information technology, supplies IT systems and services to thousands of healthcare businesses across the US and UK
- **AR Holdings 3, LLC** – Relationship science – the world's most powerful database of decision makers
- **Parallon Employer, LLC** – Revenue cycle, technology and HealthTrust