

Competitor Profile: The ROI company a Bolder Healthcare Company

The ROI company serves as a fully integrated extension of a client's business office; they specialize in capturing targeted data from records for optimal reimbursement leveraging their highly skilled workforce and proprietary technology and processes.

Website: www.theroi.com

Headquarters: Timonium, Maryland

Number of Employees:

- The ROI company has 950+ specialists
- Bolder Healthcare Solutions has 2,000+ specialists

Founded: 1995, acquired by Bolder Healthcare Solutions in 2015.

Parent Organization: Bolder Healthcare Solutions

What we Know about The ROI Company?

- They operate in six locations
- Service a coast-to-coast client base of 250+ healthcare facilities
- They are 100% healthcare focused
- Annually, they process 4.5+ million accounts with a dollar value in excess of \$2 billion and send out close to 4.6 million statements and letters.

Strengths

- Employs some of NCO's former sales management team who had relationships with our current clients
- Well known in the Mid-Atlantic through New England, long tenured employees
- Sponsors most of the various HFMA and AAHAM chapters
- Large portfolio of Revenue Cycle product lines, can talk to various pain points to build relationships
- Now part of Bolder Corporation, access to greater capital and in the midst of rebranding

Weaknesses

- Compliance
 - They are not as compliant with TCPA rules on cell phone handling. They will auto message cell phones, they will dial cell as we understand it then scrub a 1 strike approach.
- Anecdotally – they have some issues with client implementation at Partners (could be indicative of their normal business)
- Price is sometimes higher than TSI

Other Important Information

- The Bolder Corporation went on a buying spree over the last several years in an effort to build out a RCM company with a full suite of products. The problem is that they are not yet integrated and apparently they are having trouble in this area. They are mostly still separate companies under the Bolder umbrella. It makes it difficult on the rep and the client as there are separate contracts for each product line.

How Do We Beat Them?

- Stress Compliance (TSI's strength / ROI's weakness)
- CollectX
- Price
- Focus on detailed implementation support plan

Subsidiaries of Bolder Healthcare Solutions:

- **Avectus** – coordination and resolution of complex third party liability and workers' compensation accounts for hospitals and trauma centers throughout the United States
- **Bolder Anesthesia Management** – develops, designs, establishes and manages client-owned anesthesia practices for physicians, ASCs and hospitals
- **Bolder Anesthesia Solutions** – cloud based software, BASCONNECT™, specifically designed for anesthesiology and pain management practices, enabling providers to take control of their revenue cycle
- **Bolder Billing Services** – provider of anesthesia billing solutions nationwide
- **Bolder Outreach Solutions** – Primary and Secondary Medicaid Eligibility Services for medical providers, generating cash revenue for uninsured patients who would otherwise fall into charity or bad debt category
- **Bolder Prospective Payment Specialists** – provides compliance-based coding and RCM solutions to the largest hospital systems, teaching hospitals, regional medical centers and CAHs across the country
- **ROI** – critical RCM services for hospitals and physician groups

