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Brightree LLC

Press Release

Brightree's Newest Features Include Benchmarking to Allow Every Provider to Measure Results and Drive Improvements

Release 22 also delivers eClaims for secondary payers, auto-payment posting for all payers and integrated ePurchasing; targets improved DSO and profit margins

DULUTH, GA, April 15, 2009 – Brightree LLC, the leading provider of business management software solutions for Home Medical Equipment (HME) providers, Durable Medical Equipment (DME) providers, Orthotics & Prosthetics (O&P) practitioners and Sleep Labs, today announced Release 22 of its on-demand solution. A major highlight of the new release is benchmarking, which allows Brightree customers to measure the performance of their business against the aggregated targets of industry-best practices. This release also automates the process of secondary claims transmission and provides intelligent auto-posting of both primary and secondary payments from not only Medicare but also from Medicaid and commercial payers.

In the past, only the industry's largest companies could afford benchmarking due to the overall expense and technological complexities. Plus, aggregating industry data is a very challenging process; gathering accurate data from companies with a similar size and product mix is virtually impossible. Today, through use of its state-of-the-art, on-demand platform, Brightree has eliminated these significant barriers and delivered the power of benchmarking to all companies.

"Our new benchmarking allows our customers to compare their performance in key areas to similar businesses, establish their own targets, and create greater company-wide accountability for reaching these goals," said Dave Cormack, President and CEO of Brightree LLC. "Only Brightree can deliver this

type of revolutionary capability, thanks to our Internet-based platform that allows us to easily aggregate comparative data from a large and diverse provider base.”

Roberta Domos, RRT, Owner of HME Consulting and a recognized industry expert, believes providers will benefit greatly from Brightree's benchmarking solution. “Industry challenges such as accreditation, reimbursement cuts, oxygen caps, and competitive bidding are requiring providers to identify smart ways to drive their business to higher levels of profitability,” said Domos. “Brightree's benchmarking is one of the most logical ways to uncover these opportunities, establish performance goals, and achieve better results.”

Benchmarking is an enhancement to Brightree's recently released Executive Dashboard. Acting as a virtual command center, Brightree's Executive Dashboard brings an integrated, “at a glance” view of a provider's DSO, revenue billed vs. collected, revenue held for pending documentation, new sales orders, and other key performance indicators. The dashboard's charts, tables and other graphics display critical business data in an easy-to-read format.

This latest release also includes enhancements to Brightree's eClaims platform, which is currently utilized by more than 20,000 users. The new features virtually eliminate the time and effort required to send secondary claims or post payments from Medicare, Medicaid and commercial payers. Additionally, Brightree's new, fully-integrated electronic purchasing functionality completes the supply chain via a dynamic point-and-click shopping cart. The system stores product ordering information and allows users to effortlessly place purchase orders electronically with manufacturers and drop-ship suppliers.

Brightree was the first Software as a Service (SaaS) solution developed specifically for the HME/DME market, which eliminates technology burdens of implementing and maintaining an in-house solution. Each year, Brightree earmarks millions of dollars to develop at least two major upgrades, and its SaaS platform allows customers to immediately enjoy the benefits of the new features and improvements.

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About Brightree LLC

Brightree LLC is the leading provider of business management software solutions for Home Medical Equipment (HME) providers, Durable Medical Equipment (DME) providers, Orthotics & Prosthetics (O&P) practitioners and Sleep Labs. Brightree's unique Internet-based solutions follow the natural workflow of our users to automate and improve how they manage their business. Brightree, the only solution of its type endorsed by the 2,200+ member VGM service organization, invests in the people, processes, technology and tools needed to provide its customers with solutions which continually revolutionize their business. Brightree serves more than 900 providers in the USA. Battery Ventures (www.battery.com) is a majority shareholder of Brightree LLC. For further information, visit www.brightree.com, e-mail info@brightree.com, or call 1.888.598.7797.