



***News Release***

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**RISARC CEO Richard Stephenson – Personalized digital records will set off a consumer health care revolution**

Electronic health records could dramatically increase health-related interactions, while substantially reducing costs.

**Burbank, CA (PRWEB) October 9, 2012** – Richard Stephenson, CEO and founder of RISARC, a leading national provider of high-technology and revenue recovery solutions to the U.S. health care industry, today predicted that patient engagement and information exchanges with health care providers will soon match and exceed what consumers have come to expect from banks and retailers.

Said Stephenson: “Recent stories in the *Los Angeles Times* and elsewhere have noted growing and broad consumer acceptance of electronic health care records.” Widespread use of networked automated teller machines, providing direct access to a customer’s bank account, dates back at least to the 1970s and most major retailers have provided consumers secure on-line digital access to products and account records for a decade or more. As a consequence, the ways in which consumers manage their money and purchase goods has changed profoundly. The changes to the healthcare industry that will now come from consumer access to these new, powerful digital health records will be every bit as impactful and long-lasting.”

According to top insurance industry lobbyist Karen Ignagni, in testimony before the powerful House Ways and Means Health Subcommittee on September 24, the first major shift of information access will be to empower the patient to more effectively take better care of themselves – and that will save the industry billions.

Said Stephenson: “The digital healthcare record will go beyond giving you constant and secure access to what the doctor and the lab have discovered and recommended – it will also give health plans continuous access back to their members, engaging them in self-care and health maintenance, reminding them of medication and exercise regimens that they have committed to.”

Robin Gelburd, a New York based health care cost expert, told the *L.A. Times* that on-line cost calculators provided by most large healthcare insurers is just the start of new services,



tools and communication strategies that banks and retailers have used for years to attract and retain consumers.

This is a true revolution in healthcare consumerism, according to Stephenson, transforming electronic health care records into a shared and secure communications commons that enable prescription apps from your smart phone, on-line health coaching, remote monitoring of health conditions and disease, and real-time diet information and interactions.

“The most profound and welcome revolution for consumers,” says Stephenson, “will be a substantial reduction in the cost of too-late care and emergency room visits that too often characterize our current engagement with health care providers. It will save us money and may very well one day save our lives.”

### **About RISARC**

RISARC is a leading national high-technology and revenue recovery consulting firm to the health care industry. RISARC, founded in 1990, has recovered over \$1 billion for its clients. The company offers the RMSe-bubble™ for secure electronic document exchange and the signature RISARC 360° single-source solution that combines health care revenue cycle expertise with innovative cloud-based, cost-saving technology to help clients optimize existing resources, meet business objectives and reach financial goals. RISARC is a pioneer in health care technology solutions and is a certified Health Information Handler for the Centers for Medicare and Medicaid Services, esMD project. The RMSe-bubble provides the industry’s best secure, HIPAA-compliant environment for electronic record and document exchange and has been endorsed and accepted by providers, commercial insurance carriers and government agencies across the United States.

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