



**Contact:** Dan Robinson

**Phone:** 925.327.6731

**Email:** [dan.robinson@hpmg.com](mailto:dan.robinson@hpmg.com)

#### **FOR IMMEDIATE RELEASE**

### **Hill Physicians Partners with Blue Shield of California and OODA Health to Provide Real-Time Claims Payment to its Physicians**

*New Software Improves Patients and Physician Experience*

SAN RAMON, CA (September 20, 2018) – Hill Physicians Medical Group, California’s largest independent physician association, announced today a strategic partnership with Blue Shield of California and OODA Health, a San Francisco-based healthcare technology startup. Hill Physicians will offer OODA Health’s solution, beginning with patient collections, to its Oakland-based practice, Hill Health, in early 2019.

OODA Health’s solution will simplify the collection process and give provider offices real-time claims. The technology also uses providers’ existing systems, which minimizes disruption to workflows.

“We are excited to partner with OODA Health and Blue Shield to revolutionize the healthcare experience for our doctors and their patients,” said David Joyner, Chief Executive Officer of Hill Physicians and OODA Health Advisor. “We wanted to make the healthcare encounter more like the retail experiences consumers are familiar with—one that’s transparent, immediate and simple. OODA Health’s software will lessen the administrative burden that many physicians face today by simplifying the claims adjudication, billing and collecting processes, giving them more time to focus on patient care.”

Real-time claims payment is a win-win across the healthcare ecosystem. It improves the patient experience by reducing the uncertainty and latency of out-of-pocket expenses and provides a variety of benefits for payers and providers.

“Our strategic partnership with Hill Physicians and Blue Shield of California will enable payers and providers to collaborate and benefit from a faster, more dynamic healthcare payment system,” said Seth Cohen, Co-Founder, President and COO, OODA Health. “This new system gives doctors more time to do what they envisioned when they completed medical school—delivering high-quality patient care, rather than focusing on payment administration and financial management.”

#### **About Hill Physicians Medical Group**

Hill Physicians Medical Group is the largest independent physician association in Northern California. Since 1984, it has provided consumers access to quality, patient-focused healthcare. The group, comprised of more than 4,000 primary care and specialty physicians, partners with leading health plans and hospitals, giving members access to healthcare in 10 counties spanning the Sacramento, San Joaquin and San Francisco Bay areas. Comprehensive case management programs, targeted clinical initiatives and a dedication to technological advancement place it at the forefront of the industry. Hill Physicians is consistently acknowledged as one of the top-performing medical groups in the state by The Integrated Healthcare Association and Association of Physician Groups. For more information, visit: [www.hillphysicians.com](http://www.hillphysicians.com).



**About OODA Health**

OODA Health was founded by a team of seasoned healthcare entrepreneurs who envision a healthcare system freed from an estimated \$400 billion in waste. The company's mission is to transform healthcare administration by enabling real-time interactions between providers, payers and members. Using a collaborative and innovative approach, the company enables stakeholders to eliminate billions of dollars in waste and dramatically improve the payment experience for members. For more information about OODA Health, please visit [www.ooda-health.com](http://www.ooda-health.com).