

Hansei Solutions Services Overview

Q4 2024

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• Hansei Overview

- Organization
- People
- Operations

Our Story



Increased Digitization

Increased digitization in RCM enhances efficiency and accuracy through automation and advanced data analytics



Increased Complexity

Growing regulatory requirements and evolving payer dynamics have contributed to the increase in revenue cycle complexity



Labor Challenges

Large in-house groups are having issues scaling labor, primarily attributable to the lack of a scalable infrastructure and historical de-prioritization of RCM



Rising Prevalence of Behavioral Health Issues

This has led to increased demand for specialized RCM services to manage the growing volume of patient data and claims



Increase in Third-Party Payer Funding

Expanded coverage and access has necessitated more sophisticated RCM solutions to handle the surge in claims volume

History of Innovation

2016 – Hansei Founded:

Focusing on Revenue Management for Addiction and Substance Use Facilities.



2017–2018:

- Implementation of the first **Hansei Business Intelligence Platform**
- Advocating for enforcement of mental health parity law

2021–2022:

- Partnered with **Gulf Capital** to expand resources and improve technology solutions
- Leveraged AI to automate billing processes



2023 – 2024

- Launch of **Benji**, a full-service, enterprise **EMR solution** that drives intelligent workflows for compliant clinical care, documentation, and revenue cycle.
- Launch of the **Rehab Owners Community**, a digital platform for rehab owners and operators to share best practices of managing **behavioral health** treatment programs.
- Partnership with **TPN.health** to provide continuing education opportunities for behavioral healthcare professionals on clinical, operational, and financial resources.

Who We Are



The Largest Independent RCM Services Provider for the Behavioral Health Market



Full-Service, End-to-End Suite of Solutions Designed to Tackle Every Step of the Entire Revenue Cycle Process for Clients



Innovative "Assembly Line" Approach to Deployment of Services Delivers Superior Productivity and Results



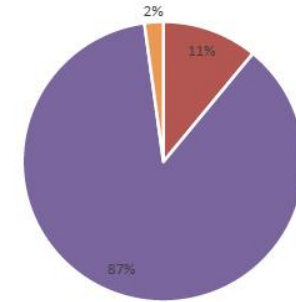
Proprietary Data-Driven Processes and Insights, Fine-Tuned over Many Years, Drive Tremendous Value for Clients on a Daily Basis



Exceptional Management Team with Unparalleled Track Record and Reputation in Serving the Behavioral Health Market with the Highest Levels of Quality and Integrity

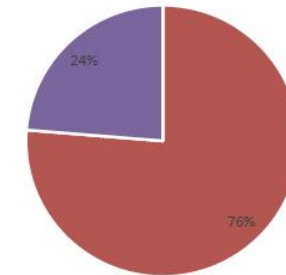


Medicaid vs Commercial vs Tricare/VA



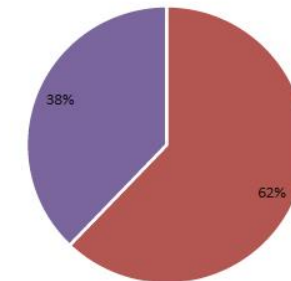
Medicaid Commercial Tricare/VA

INN vs OON



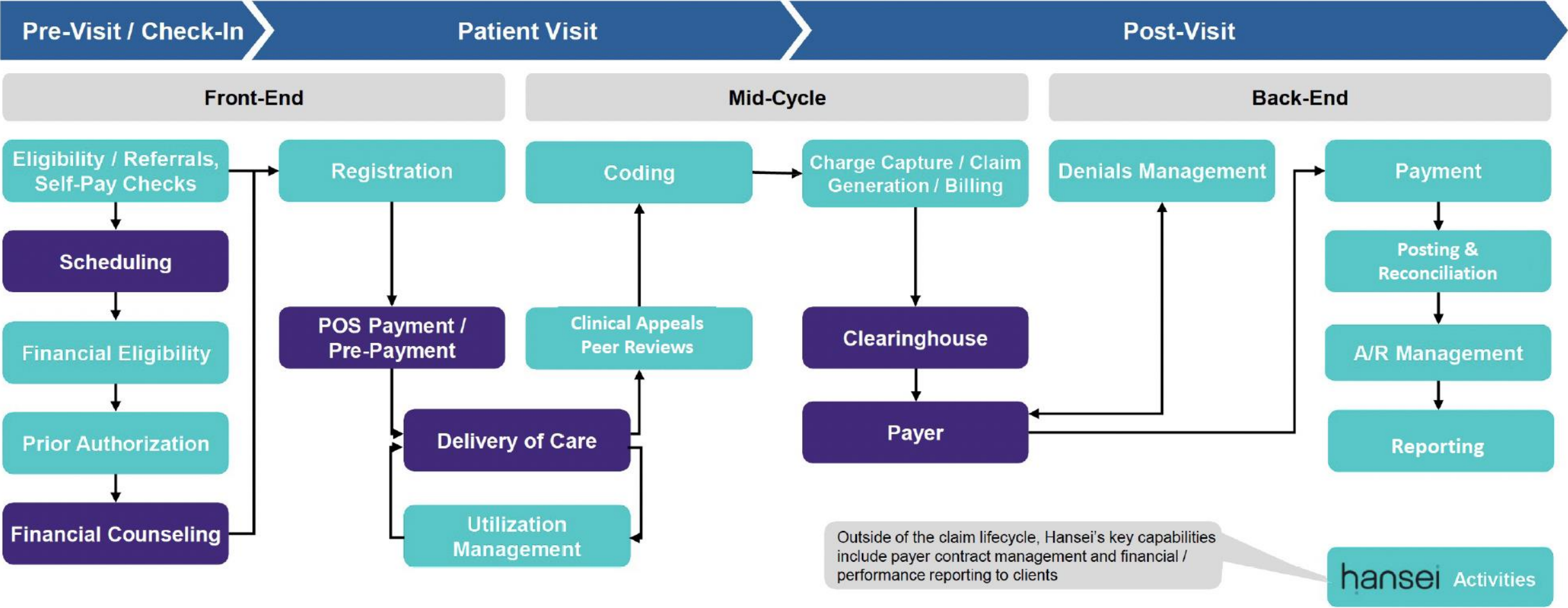
INN OON

IP vs OP



IP OP

Our Partnership: Behind the Scenes



Hansei means "to reflect on the past, learn from mistakes, and work towards a better future."

Our Core Values in Action

[Gayle Video](#)
[Monthly Newsletter](#)



Progressive trail blazers

Our technology platforms set us apart from our competitors. We were the first in the market to launch a projections tool, which helps our clients make critical business decisions. Additional industry-first platforms are under development. We actively encourage employees to approach leadership and say, "hey, let's try this."



Advocacy

We advocate for our facilities to get paid for the work they do. We advocate for our facilities' clients too, getting them the treatment they need and working with case managers to communicate the medical necessity of treatment. Additionally, we advocate for the fair treatment of substance abuse and mental health clients, battling inequities in treatment and holding insurance companies accountable.



Reliable, responsive communication

We pride ourselves on being available to our clients and responding in real time. We even work weekends. We want every customer to feel like they are our only customer.



Doing the right thing

We are always mindful of being kind, patient and compassionate in our engagements. We are sensitive to the needs of our employees as well as our clients. We expect our employees to uphold these core values in all of their dealings, whether with a colleague or client.



Proactive

We always aim to stay ahead of our clients, keeping pace with ever-changing insurance criteria in real time so they don't have to. Our staff doesn't need to be told what to do - we are forward thinkers who come to the table with new ideas.

Dedicated and Highly Experienced Management Team



Erin Burke
*Founder and
 CEO*

- 15+ years of leadership in RCM and behavioral health
- Founded Hansei Solutions in 2016
- Responsible for accelerating growth, overseeing all workstreams and managing the overall strategy
- Brings extensive institutional experience in behavioral health and process improvement



Patrick Dunn
*Chief Strategy
 Officer*

- 20+ years of leadership experience in strategy and research
- Previously held executive-level positions and consulting roles with treatment and recovery organizations around the country
- Earned a bachelor's degree in psychology sociology from Indiana University and a PhD at Capella University



Jessica Cupp
*Chief Operations
 Officer*

- 10+ years of healthcare leadership and account management experience
- Joined Hansei at inception in 2016 and has worked in every area of the business over the course of her tenure
- Deep depth of understanding of the fundamentals and mechanics of the revenue cycle process



Gayle Hanson
*Chief People
 Officer*

- 10+ years of treatment experience
- Joined Hansei in 2017 as Utilization Review Manager before taking over the Human Resources Department
- Member of the Society of Human Resource Management (SHRM) and earned the SHRM California HR Law Specialty Credential



Reid Halsey
*Vice President of
 Finance*

- Joined Hansei in 2023 to oversee all internal financial functions
- CPA with prior finance and accounting experience at KPMG
- Earned bachelor's degrees in finance, accounting and information systems from Virginia Tech



Srinivas Chiguluri
*Vice President of
 Product and Innovation*

- 20+ years of healthcare leadership in data strategy and architecture
- Joined Hansei in 2023 to manage product innovation and oversee Sidekick and Insights
- Earned an MBA from the Owen Graduate School of Management at Vanderbilt University

Select Prior Experience

