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Binary Fountain and Kyruus Announce Partnership to Enhance Patient Acquisition and Engagement for Health Systems

The seamless integration of Binary Star Ratings and Kyruus ProviderMatch for Consumers will enable health systems to better educate, inform, and engage their patients online

MCLEAN, VA and BOSTON, MA August 15, 2017 **–** Binary Fountain, the leading provider of patient feedback management solutions with one of the largest repositories of online patient reviews and surveys in the healthcare industry, and Kyruus, a leader in provider search and scheduling solutions for health systems, announced today a new partnership that helps healthcare organizations increase online patient acquisition and improve patient experience.

The partnership creates a seamless integration between Kyruus' ProviderMatch for Consumers, a web-based provider search and scheduling solution health systems embed in their websites, and Binary Star Ratings, a healthcare transparency solution. The integration will also be available to health systems leveraging the ProviderMatch APIs to power their online search experiences. The integration answers health systems' needs for enhancing provider directory pages - helping patients select the right providers through advanced search, online ratings and reviews, and appointment scheduling.

With healthcare consumerism on the rise, health systems and healthcare providers are recognizing the need to proactively manage their online reputation to acquire and engage new and existing patients. Using a health system's existing CG-CAHPS or HCAHPS patient experience surveys, Binary Star Ratings converts the patient responses into online ratings and reviews that are published on provider directory pages. The partnership provides a turnkey solution with Binary Fountain directly feeding verified reviews and star ratings onto the provider profiles within ProviderMatch. The high volume of online reviews helps boost provider profiles in search engine results.

"Our commitment to advancing reputation management and patient experience in the healthcare industry is further reinforced through this unique partnership with Kyruus," said Ramu Potarazu,

president and CEO of Binary Fountain. "Together, Binary Fountain and Kyruus will continue to lead healthcare consumer innovation, helping healthcare organizations engage patients who are making one of the most important decisions in their journey – selecting the right provider for their care."

Through its multi-channel platform for access centers, consumers, and referral networks, Kyruus helps health systems optimize patient access across multiple points of entry. Its consumer-facing solution enables health systems to display comprehensive provider profiles and offer robust provider search capabilities on their websites to attract consumers and convert demand. Through the digital integration between Kyruus and Binary Fountain, health systems can offer consumers an even richer, more informative online experience.

"Healthcare consumers are increasingly searching for providers online and seeking the digital experiences they've become accustomed to in other industries," said Julie Yoo, Chief Product Officer and Co-Founder of Kyruus. "Our partnership with Binary Fountain enables health systems to implement transparency programs and enhance their provider profiles with patient ratings and reviews, so that consumers can make more informed healthcare decisions."

Both Kyruus and Binary Fountain are venture backed by Providence Ventures—the venture capital arm of Providence Health & Services, one of the largest not-for-profit health systems in the United States. Providence is also a mutual customer of the two companies.

Alongside Providence, the University of Miami Health System (UHealth) will be among the first adopters of the integrated solution. "As we innovate and enhance patient access online, it's important for us to be able to meet consumer demand for reviews from fellow patients," said Roymi Membiela, Chief Experience Officer and Associate VP of Marketing & Communications at UHealth. "We're excited that this integration will give us an automated way to showcase these reviews in our online provider profiles."

About Binary Fountain
Binary Fountain is the leading provider of patient feedback management solutions designed specifically for healthcare in a single cloud-based platform. Its patient experience platform is built on a proprietary healthcare-centric Natural Language Processing (NLP) engine that mines patient feedback from surveys, online ratings and review sites, social media, and other data sources to equip its customers with the actionable insights needed to improve patient satisfaction and loyalty, increase engagement and drive sustainable bottom-line results. Leading organizations, large and small, rely on Binary Fountain to understand the patient experience, drive comprehensive operational intelligence throughout the organization, and engage patients with innovative transparency and reputation management solutions. For more information, visit www.binaryfountain.com or follow on Twitter @binaryfountain.

About Kyruus
Kyruus delivers proven provider search and scheduling solutions that help hospitals and health systems match patients with the providers best suited to care for them. The ProviderMatch suite of solutions—for consumers, access centers, and referral networks—enables a consistent patient experience across multiple points of access, while aligning provider supply with patient demand. The company's proprietary provider data management platform forms the foundation of its solutions, powering them with accurate data by coupling data processing with administrative applications. To find out why a Better Match Means Better Care, please visit www.kyruus.com.

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