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Precision Revenue Strategies Rebrands Itself as MediRevv

New name better reflects their exclusive focus on the healthcare industry and their commitment to optimizing the revenue cycle

Coralville, IA – July 27, 2011 – Precision Revenue Strategies (PRS), a healthcare revenue cycle management company, today announced a rebranding strategy, which includes a name change to MediRevv.

“MediRevv more accurately describes our exclusive focus on the healthcare industry and commitment to optimizing our clients’ revenue cycle,” explains Christopher Klitgaard, MediRevv’s president. “We felt our Precision Revenue Strategies name didn’t descriptively reflect our long-term growth strategy of being healthcare’s premier revenue cycle management company. The new name creates a solid brand foundation that will support our growth for years to come, and I know that our exceptional team—now affectionately known as MediRevvers—will continue to be the primary reason for our success.”

PRS was founded in 2007 by Klitgaard and in four years has experienced significant growth. PRS was recently named “Top Growth Company” by the *Corridor Business Journal* for experiencing 292% growth over a three-year period.

“We are excited to build upon our strong reputation for delivering results to our healthcare clients and we are confident that our new MediRevv name is more indicative of who we are as we continue to grow,” concludes Klitgaard.

About MediRevv

MediRevv, formerly known as Precision Revenue Strategies (PRS), is a healthcare revenue cycle management (RCM) company specializing in helping hospitals, health systems, academic medical centers and physician groups improve their cash flow and grow their revenue. Renowned for its highly educated workforce, MediRevv employees have a deep understanding of the business of healthcare and revenue cycle. Each member of the MediRevv team is committed to delivering upon customized solutions that are jointly developed with each client and focus on excellence in four key areas: patient satisfaction, productivity, quality, and key performance indicator reporting. The end result of this proven process is 100% strategic alignment and exceptional results. For more information please visit <http://www.MediRevv.com>

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