



FOR IMMEDIATE RELEASE

PracticeMax Announces Acquisition of ServiceTRAC, Inc.

SCOTTSDALE, Ariz. — June 1, 2013 — Building on an impressive run of six medical billing company acquisitions over the past 48 months, [PracticeMax](#), a national provider of medical practice management and technology services, today moved to broaden its value added solutions by announcing the acquisition of ServiceTRAC, Inc. of Scottsdale, Arizona.

For over 18 years ServiceTRAC has been a leading provider of sales training, satisfaction research and consulting services for the long term care, housing and senior living industries.

“For several months PracticeMax and ServiceTRAC have been collaborating on the development of a powerful and versatile “LIVE Connections™” data collection and reporting platform, revolutionizing the way companies manage everything from paper forms and surveys to customer service and sales coaching” said William Nowell, President and Founder of ServiceTRAC. “The LIVE Connections process facilitates real changes in performance and results by linking training, compliance, accountability and results into a real time Performance Improvement system” said Nowell.

“As we worked together on the LIVE Connections project, the synergies between our two organizations became increasingly evident,” said PracticeMax CEO, Bill Carns, CMPE, CHBME. “We believe LIVE Connections is exactly what medical providers and other organizations need to efficiently capture and measure the compliance, quality and satisfaction indicators required in the outcomes-based reimbursement models in the Affordable Care Act” said Carns.

“This is a great fit for my clients and my staff” says Nowell. “We needed access to more technology, more capital and a broader client base. Joining forces with PracticeMax satisfies all of those requirements, and does so by partnering with an organization we already know and trust”.

Carns described the acquisition as another step in the company’s quest to be a leading provider of comprehensive healthcare management services. “In this era of healthcare reform, providers need experienced, trusted advisors who can deliver a broad selection of services and technology. With this acquisition, PracticeMax is in a stronger position to serve providers of all types, including ACO’s, Medical Homes and other integrated delivery systems.”

About PracticeMax

PracticeMax is a national provider of medical practice management and technology services, including billing, software and consulting for medical practice management and clinical operations. PracticeMax’s advanced information technology, EMR/EHR, and decades of expertise maximizes revenue and results for hospital and office-based physician groups, outpatient centers, health systems, school-based professionals and billing services.

The company was founded in 1984 and is headquartered in Scottsdale, Arizona with regional offices in Portland, San Antonio, Chicago and Shreveport. PracticeMax serves over 5,700 providers in 34 states, processing more than \$925M in charges annually for more than 35 different specialties and subspecialties. Learn more at www.practicemax.com.

###

Press contact information:

Scott Everson, PracticeMax, 480-374-7207
scotteverson@practicemax.com