



SOUTHERN CALIFORNIA

Health Care Summit

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MBProject Issues “Magna Carta” for Medical Banking

Document will inform policy makers while a new national tour socializes the message across America

Franklin, TN (July 15, 2009) THE MEDICAL BANKING PROJECT announced the creation of a new legislative platform that will be used to guide its discussions with policy makers as Congress readies new healthcare legislation. Billed as the “Magna Carta for Medical Banking,” the document will be socialized during a national tour organized by MBProject that will highlight how companies are building a “medical banking grid that will empower consumers to do healthcare online” said John Casillas, Founder of the Medical Banking Project and a pioneering visionary in the emerging area of medical banking convergence.

“We’re sending a clear message to DC that our members, comprised of banks, health data clearinghouses, financial services firms, IT firms, universities and others, can improve our healthcare system and further national policy goals,” said Casillas. “We believe that banks can deploy green technologies that reduce inefficiency and ramp providers onto real time payment platforms, increase health data liquidity through consumer-friendly health-wealth portals and produce at least \$35 billion in tangible savings that healthcare providers can use to care for the underserved in their communities. In fact, our tour will show how our members are doing this today.”

MBProject’s new tour - *Banks, Hospitals and People | The Point and Click Expedition* - will kick off in August with some 65 stops featuring consumers, CEOs, hospitals, physicians, thought leaders, policy makers and others. “This is a major phase for us that will end with an Action Plan we’ll present at our 8th National Medical Banking Institute. I applaud the members of MBProject for their vision and support in this important step for the medical banking industry at large,” said Casillas. The Tour is sponsored by the Health Information Management Systems Society (HIMSS). Other groups are being asked to participate as well. Additional venues have also been added to report out findings of the Tour, including a mid-tour keynote talk by Casillas at the [Southern California Healthcare Summit](#) on October 29, 2009.

A call to ‘take MBP to the Hill’ was made by MBProject’s Chair of Health Futures, Sheila Schweitzer, CEO/Chairperson of CareMedic, at a National Roundtable focused on the benefits of medical banking with representatives from Duke University, John Hopkins, Community Health Systems, Aetna and BCBS of Florida. Seventeen companies signed up. A member-based steering group lead by Richard Mobley, Vice President of Healthcare at BancTec, quickly organized leading to formation of the medical banking industry’s first consensus-based, industry statement on how banking and healthcare groups can team to improve healthcare.

“We’re energized by this strong show of support,” Casillas said. “I believe that Health 2.0 runs straight through the banking system. Simply ask the airline industry if we could do travel online without linking back-end administrative processes to our financial system. Well studied cross-industry systems like this enable an environment of robust product innovation. I strongly believe this holds a key to the emerging digital landscape in healthcare,” said Casillas. “We’ll illustrate this through case studies on our national tour and we solicit the support of industry leaders to help us in our quest to fast forward eHealth in America by teaming with the financial community.”

For more information visit: www.mbproject.org/tour.expedition.php

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Founder, Medical Banking Project

About the Conference: [Southern California Health Care Summit](#) is produced and coordinated by [TMG Communications Inc.](#), a Riverside-based strategic communications firm serving all of Southern California’s public affairs and public relations needs. For more information please contact (951) 275-5800 or visit socialhealthsummit.com.