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Inmediata is expanding to the U.S. mainland

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Serving almost 80% of the healthcare transactions market in Puerto Rico, the San Juan-based office of Inmediata Health Group Corp. (Inmediata) is now expanding to New York. Inmediata is exploring the U.S. mainland healthcare market because it is a solid, \$3 billion a year industry. Needless to say, it is worth the risk.

Inmediata is not an insurance company but a liaison between healthcare providers and health plans to make medical billing transactions more agile. Inmediata clients range from medical health plans to hospitals and doctors' offices. Since it offers an intermediary service, Inmediata uses a Web-based interface to manage all medical billing transactions (such as processing, tracking, and analyzing data, aggregation, integration, and augmentation of processes as well as electronically depositing payments for health care providers). Inmediata also assists health care providers with claims submissions and tracking, account state consolidations, and integration with existing accounting systems.

Inmediata has two principal components: a software application and a network. The software facilitates transactions and provides an outsourcing service for both health plans and healthcare providers and is designed to allow integration of electronic payment servers from financial service companies.

The value-added intermediary, also helps makes the Hipaa (Health Insurance Portability and Accountability Act) fundamentals more of a reality. According to Inmediata, it's a better way to keep confidential information confidential.

Inmediata's program also helps convert non-Hipaa compliant transactions into Hipaa formats. The HealthCare e-Commerce Initiative (HEI) has said that by offering providers a cost-effective way to conduct electronic transactions, Inmediata has enabled them to comply with Hipaa regulations.

Inmediata has many partners in the health care industry that are currently using it as a claims-processing clearinghouse. Among those are Cooperativa de Seguros de Vida de Puerto Rico (Cosvi), Cigna Health Care (Cigna), Medical Card Systems Inc. (MCS), Medicare y Mucho Más (MMM), Humana and La Cruz Azul de Puerto Rico Inc. (LCA). As stated on the LCA website, "This solution is free of charge and also offers

electronic verification of eligibility, benefits validation, claims submissions and reports of processed claims. Also, the majority of the administration systems of physicians' practices could be connected to Inmediata," Severiano López Marrero, president of Inmediata, said. "Members of the U.S.-based association (LCA) are aware of Inmediata's progress in Puerto Rico, so we will capitalize on this unique opportunity." The achievement of a good relationship with LCA is making way for Inmediata to penetrate the U.S. mainland market.

Severiano López Marrero and Guillermo Molina are the president and general manager of the fast growing intermediary founded in 2002. It currently employs 50 people in its San Juan office.