

# NEWS RELEASE

**For Immediate Release**

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## **Cypress CEO Shares Healthcare Cost-Containment Strategies at State SHRM Conference**

APPLETON, WI (October 11, 2010)—Cypress Benefit Administrators CEO and Co-Founder Tom Doney addressed local Society for Human Resource Management (SHRM) professionals on healthcare cost-containment strategies at the 2010 Wisconsin State SHRM Conference, October 6-8, at the Radisson Paper Valley Hotel in Appleton.

Since opening its doors in 2000, Cypress has been pioneering the way toward cost-containment in the healthcare industry as the country's first third party administrator (TPA) to bring claims administration, consumer-driven health plans and proven cost-containment measures together in one package for employers.

Doney's presentation entitled, "Protect Your Employee Benefit Program By Understanding Medical Billing Practices" centered on the continuously rising cost of healthcare and insurance premiums and escalating provider billing code errors, which drive up the cost of medical claims.

During his discussion, Doney cited the Jackson Health Care/Natural Health Magazine's August 2010 issue, stating, "Nine out of ten...that's how many physicians in the U.S. say they practice defensive medicine—ordering tests, hospitalizing patients and prescribing medication and surgical procedures they consider medically unnecessary—in an attempt to avoid lawsuits."

Other topics covered included fraud, creative billing schemes, and claim system deficiencies; physician charges for multiple surgeries; pain management charges; unbundling procedure codes and billing errors; charges that are way over customary; the rising costs of cancer and dialysis care; PPO rules and discounts; the state-of-the-art administrator and testimonials to illuminate the topics discussed.

"It was an honor to share our very latest strategies in healthcare cost-containment with human resources professionals from some of the areas leading companies," Doney said.

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**About Cypress Benefit Administrators:**

Headquartered in Appleton, Wisconsin, Cypress Benefit Administrators first opened its doors in 2000 and over the past decade has become one of the country's leading third party administrators (TPAs). The successful enterprise currently employs 70 people and has expanded through four acquisitions to increase its service reach to over 200 clients, with employees in 49 states and two Canadian Provinces. Cypress works primarily with employers ranging in size from 25 employees to 18,000.

The company is known for its distinctive "Cypress Solution" plan for effective medical cost containment, which offers a variety of contemporary features, including a Medical Advocate Program (MAP), Medical Tourism, Cancer Cost Management, Prescription Cost Management, Dialysis Cost Containment, Organ Transplant Carve-Out Insurance, Alternative Access to Care, COBRA, Cypress Online, Flexible Spending and HRA Administration, aggressive claim review through Argus Claim Review, a division of Cypress Benefit Administrators; and Utilization, Case and Disease Management, among other products and services.

Cypress' Argus Claim Review division is also proving to be a powerful system for the company in guarding against error and fraudulent billing, all of which translates to bottom line savings for employers. The impressive track record for Argus includes an average savings of over 25 percent billed on charges for clients, a feat accomplished through vigilant claim review and negotiation combined with the usage of the industry's most comprehensive fraud detection and code editing system. For more information, visit [www.cypressbenefit.com](http://www.cypressbenefit.com).

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