

## INNOVATOR AWARD WINNERS

### Alacriti Inc.

## Patient Connects to Provider for Faster Payments, Communication

Alacriti is more than a company name, it's a philosophy the firm has embraced.

Derived from the Latin word "alacritas," meaning speed, liveliness, and eager readiness, Alacriti brings those words to the health care system.

Behind the forward thinking of Mike Fontana, Alacriti has designed an information, communication, and payments product called PatientCollect, which electronically connects the provider to their patient and makes payments and communication easier.

By using society's comfort and familiarity with the online world, Fontana has created a program that also promotes administrative efficiencies and decreases outstanding receivables for health care organizations.

"There is an excellent opportunity for health care and related organizations to bring additional efficiencies into the marketplace today, as both young and older consumers have become comfortable with and utilize new technology and online services," said Fontana, vice president of health care payment solutions for Alacriti. "Whether it is online financial transactions, social media, or smart phone applications,

the new consumer wants to interact in different time frames and manners."

In creating PatientCollect, Fontana utilized an existing platform from Alacriti as the basis for the solution. And in order to build functions in a cost-efficient manner, he elected to deliver the product in a Software as a Service (SaaS) environment.

Fontana also knew the product had to be accessible by both institutional and small office providers, with ease of use and substantial benefits for both the health care organization and the new consumer of today.

With the need for consumer-directed health care to continue to grow into much more than HSA, FSA, and HRA services, Fontana had a vision where consumers would be able to provide access and receive various types of information from their health care provider before they enter the office, during a visit, and after they have left the office, in order to have a better understanding of the revenue cycle.

"There must be clear value for health care provider organizations, or payers, and consumers when

**solutions**  
**SUPERSTARS 2010**

**Mike Fontana**

VICE PRESIDENT OF HEALTH CARE  
PAYMENT SOLUTIONS

**Company:** Alacriti Inc.

**Headquarters:**

South Plainfield, NJ

**Website:**

[www.Alacriti.com](http://www.Alacriti.com)

**No. of employees:** 70

**Nature of business:** Alacriti is

a highly specialized technology company that develops technology solutions for health care, insurance, financial services, and other industries.

**Key executives:**

Manish Gurukula, *CEO*

Shambaiah Chepuri, *co-founder and vice president, Engineering*

Stuart Bain, *senior product development manager*

Robert Britts, *healthcare strategy and business development*

Wayne Brown, *director of business development*



introducing new products or services," Fontana said. "As organizations become even more time sensitive, electronic services, which will simplify processes and lead to a clear increase to their bottom line, will have the best opportunity." ■