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Arkansas Radiology Group Selects Zotec Partners for Radiology Billing

Zotec's Data Analysis and Business Intelligence Tools Solidify New RCM Partnership

Indianapolis, IN. – March 18, 2014 – [Zotec Partners](http://www.zotecpartners.com) (Zotec), an industry-leading provider of radiology billing and practice management services, has been awarded an exclusive billing contract with Radiology Associates, P.A. (RAPA) in Little Rock, Ark.

RAPA is an independent radiology group with 32 physicians who provide radiology services at more than 30 imaging centers, clinics and hospitals across Arkansas. RAPA incorporates the latest diagnostic technology with its highly skilled professionals to preserve and improve the health and long-term quality of life for its patients, offering services that include Computed Tomography, Magnetic Resonance Imaging, Diagnostic Ultrasound, Endovenous Laser Therapy for Varicose Veins, X-ray and Fluoroscopy, Angiography, Bone Densitometry, Mammography, General Nuclear Imaging, Positron Emission Tomography and Interventional Radiology.

According to Taylor Moorehead, regional partner with Zotec, "RAPA emphasized the need to become more efficient in the area of revenue cycle management (RCM). Zotec is deploying a very experienced team of people that can enable RAPA to keep greater focus on patient care." Zotec's state-of-the-art RCM technology and robust business intelligence tools will help the group mine its data and highlight performance indicators to increase collections, reduce days in accounts receivable, and minimize compliance risks in today's turbulent health care environment.

"Like many radiology groups today, RAPA faces a number of business challenges, including market complexity, reimbursement pressures and the impending ICD-10 changeover," states Alicia Kunert, RAPA's chief administrative officer. "Our goal is to deliver the very best medical services to customers and patients, so it was our strategy to select the company that could best optimize our business operations. We chose Zotec because its people are experts in radiology billing, and in combination with its sophisticated billing technology and in-depth reporting, we have confidence to navigate these challenges and proactively manage our practice."

For more information about Zotec visit www.zotecpartners.com, and for more information about RAPA, visit www.rapaxray.com.

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About Zotec Partners

Founded in 1998 by CEO T. Scott Law, Zotec Partners is the Indianapolis-based industry leader in specialized medical billing and practice management services for the hospital-based specialty market. Zotec Partners is committed to the continual pursuit of excellence in the physician revenue cycle management industry by delivering effective solutions through its personalized service and measurable client results. Currently, the company serves more than 6,000 physicians in all 50 states.