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## **Dear Valued Client,**

Thank you for choosing Innovative Billing Solutions, Inc. to be your statement and payment partner. We greatly appreciate the decision you made to work with us! We have an exciting announcement to share - Innovative Billing Solutions, Inc., is rebranding. Our new name will be "Vaytiv Payment Solutions, Inc." but we will simply go by "Vaytiv."

## **Why Vaytiv**

About a year ago, Darryl and I sat down in his office after several practice administrators informed us the word "Billing" in our name created confusion regarding the service we offer. The word "Billing" in a medical context implies insurance billing; however, our company has never offered insurance billing services and we have no intention of pursuing currently.

Instead of offering insurance billing services, we chose to create a patient payment solution with up to 9 ways for patients to pay. The decision to focus on patient payment began in the early 2000s. We processed and mailed patient statements until 2002 when a client asked us to help them accept online payments. We realized the request would benefit our entire client base, so we created an online payment portal. In 2017, we anticipated patients would desire to pay their medical bill by mobile phone, so we built a text/email payment solution. Now in 2023, we offer up to 9 ways for patients to pay their medical bill and most of our clients see at least a 5% increase in patient collections year over year.

So, how did we land on Vaytiv? This Spring, Darryl and I worked with a consultant to define who we are, what we do, and why it matters, and the name Vaytiv was born. Vaytiv is a blending of the words "Pay" and "Innovative." Vaytiv is a simple, easy, and elegant word to communicate, "We specialize in payment", "We are Innovative", and "You will want to work with us."

Although Innovative Billing Solutions is now Vaytiv, it's very important to us that you understand our ownership, team, and solutions remain the same. You will always be able to get a real person on the phone when you have a problem, have confidence in our security and compliance, and feel an authentic commitment to your success no matter the cost. The things you love about working with Innovative will always be part of our Vaytiv DNA.

## **Our (Renewed) Mission**

Vaytiv's mission is to help make healthcare more affordable for patients and providers. We realize this mission is bigger than just Vaytiv and that is why we need your help. We are calling all administrators, billers, practice managers, to join us in this pursuit. Will you help us make healthcare more affordable for patients and providers? Together, we can!

Sincerely,

**Ramsey White**  
VP of Sales and Marketing

**Darryl White**  
President