

Cario Expands Management Team To Pursue Growing Sales Opportunities

Dan Kutchel, Jay Hicks and Trent Rosebrook bring experience in sales and marketing to increase client base

Atlanta, GA – April 18th, 2018 – Cario™, the leading provider of Patient Financial Wellness™, today announced that Dan Kutchel, Jay Hicks and Trent Rosebrook have joined the management team. Mr. Kutchel will serve as Senior Vice President of Sales, Mr. Hicks as Vice President of Strategic Sales, and Mr. Rosebrook as Director of Demand Generation. All three leaders have extensive experience in the health care revenue cycle management segment, with Mr. Kutchel having most recently worked as Regional Vice President for Strategic Opportunities at CarePayment LLC, Mr. Hicks as Regional Vice President at HBCS, and Mr. Rosebrook as Demand Generation Manager at Hubb. With these hires, Cario is adding a combined 64 years of management experience to help grow and support its expanding client base.

As health care costs continue to rise, patients are finding it increasingly difficult to pay their medical expenses, especially when the costs involve a medical emergency. According to the [Centers for Medicare & Medicaid Services](#), out-of-pocket medical expenses are expected to approach \$400 billion in 2019. This significant increase is creating cash-flow issues for medical providers, and often leaves patients in financial distress. In many cases, patients will simply decline medical services due to concerns over being saddled with debt. Beyond the financial burden of health care costs, patients have learned to expect consumer-focused services, creating an expectation of increased payment options and a superior customer experience.

“With the costs of health care continuing to rise at unprecedented levels, we have expanded our management team to help support our growing market demand,” said Steve Wright, Chief Revenue Officer, Cario. “Both Dan Kutchel and Jay Hicks bring a long history of proven sales results in the revenue cycle management markets. Similarly, Trent Rosebrook understands how to help communicate our mission of Patient Financial Wellness to an industry that is looking for ways to increase revenue while also improving customer experience.”

Mr. Kutchel brings over 17 years of experience to Cario with an emphasis on sales growth and building successful channel partnerships. Prior to joining Cario, Kutchel held executive sales and leadership positions with CarePayment, Crowe Horwath, LLP, Horizon Financial Management, McKesson, Ernst & Young, and Outsourcing Solutions, Inc. At Cario, he will leverage his extensive knowledge of developing and implementing patient financing, consumer engagement, and financial performance improvement programs.

Mr. Hicks has delivered results to the revenue cycle management industry for over 30 years. Before coming to Cario, he drove sales growth at Horizon Financial Management, The Outsource Group, OSI Healthcare Services, and Payco American Corporation. Throughout his career as a sales executive, he has expanded into new markets, strengthened existing client relationships,

and successfully collaborated to achieve targeted results with hospital and physician-based providers.

Mr. Rosebrook brings over 17 years of experience in digital marketing and demand generation. Prior to becoming part of the Cario team, he led demand generation activities at Hubb and CarePayment. At Cario, he will help drive demand generation activities including website content, multichannel campaign execution, and analytics that align marketing and sales.

About Cario

Cario, the Patient Financial Wellness Company™, provides a comprehensive financial and patient engagement platform delivered at all points along the patient journey by a single enterprise. Cario works closely with providers and their patients to address the increasing challenges created by the unprecedented shift of healthcare costs to patients. Their programs help patients pay their healthcare financial obligations by offering them a variety of tailored and affordable payment options, with compassionate care, at any point in their financial journey. Cario's provider clients benefit from an increase and acceleration of patient receivables performance and lower bad debt expense, while improving their patient satisfaction and loyalty. To learn about Cario and their mission, please visit www.cariopf.com.

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