



## **Sift Healthcare Secures \$1MM Investment**

*Formerly SiftMD, Company Gains Investment and Channel Partner to Transform Revenue Cycle*

Sift Healthcare, a revenue cycle intelligence company, has received a \$1 million investment from Winnebago Seed Fund and additional investors including Wind River Financial, a Madison-based payment processing company.

The company, formerly known as SiftMD, will forge a strategic partnership with Wind River to provide a range of solutions for healthcare organizations including claims workflow intelligence, reimbursement performance intelligence and patient financial interaction intelligence.

Sift Healthcare's primary investor, the Winnebago Seed Fund, is a venture capital fund based in Neenah, Wisconsin, with an emphasis on seed investments in startup companies focused in the Fox Valley region; and secondarily, throughout Wisconsin.

“With adequate funding and strong partnerships, Sift Healthcare is prepared to help healthcare providers and revenue cycle vendors differentiate and work smarter — not harder,” says Justin Nicols, founder and chief executive officer for Sift Healthcare. “There has never been more need to find better ways to address the growing complexity of the reimbursement process and rising patient payments.”

Using data science and predictive analytics, Sift Healthcare helps improve visibility by optimizing the financial performance of the entire revenue cycle continuum putting data to work by creating a thorough picture of patients' submissions, claims, and payments across multiple and previously isolated data sources. The HIPAA-compliant platform, supported by an experienced team of data analytics experts, helps ensure security best practices.

“We are incredibly excited to partner with Sift Healthcare,” said Mike Carow, Wind River president and chief executive officer. “Sift's data platform and data science expertise complement Wind River's knowledge of healthcare payment complexity---together we will be able to help healthcare systems greatly improve their cash flow operations.”

### About Sift Healthcare

Sift Healthcare revolutionizes the revenue cycle through predictive analytics. The Milwaukee-based company provides revenue cycle management and revenue cycle technology companies with analytic insights that drive workflow optimization, reduce denials and customize the patient pay experience, which increases collections and helps maintain relationships for providers. Sift Healthcare's predictive analytics platform turns the most challenging and important healthcare data into a powerful operational and patient financial management tool to improve the reimbursement and patient pay collections process and reduce the need for human intervention. To learn more, visit [www.sifthealthcare.com](http://www.sifthealthcare.com).



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