



HealthTrio and MCG Health Join Forces to Optimize Prior Authorizations

Leading Software-as-a-Service provider for the healthcare market certifies its alliance with the industry leader in evidence-based guidance

TUCSON, Ariz., November 19, 2020 – MCG Health, part of the Hearst Health network, announces HealthTrio, an innovator of healthcare digital-experience solutions, is now a certified strategic alliance partner following the integration of their HealthTrio Authorizations with MCG's Cite AutoAuth solution. The combination of these platforms allows for the incorporation of medical policy directly within a healthcare provider's authorization workflow, streamlining manual prior authorization reviews, and automating steps in the overall process.

Within the healthcare industry, the prior authorization process can be costly, time-consuming, and often overly complex for providers and payers alike. These challenges can cause delays in care delivery and frequently lead to administrative inefficiencies in payer-provider communication. However, HealthTrio and MCG are on a mission to streamline and transform the prior auth workflow by integrating their respective technologies. Their combined, web-based solution facilitates automated, evidence-based reviews to support optimal clinical efficiency. Located within HealthTrio's provider portal, HealthTrio Authorizations incorporates a payer or health plan's custom rules and MCG's industry-leading, evidence-based clinical content directly into the submission process. This helps improve up-front information gathering from providers and reduces manual workflows for the payer's staff. Leveraging this powerful combination, healthcare providers can easily include the results of their medical review within the authorization request, allowing payers, in most cases, to automatically return the authorization determination without manual process steps or duplicative reviews.

"MCG Health is well-recognized across the industry as a gold standard of clinical excellence, and we're very proud of our partnership," said Dominic Wallen, President and COO of HealthTrio. "By joining forces, our combined solution improves quality, decreases time-consuming manual processes, and reduces unnecessary cost for both payers and providers."

"MCG is proud to partner with HealthTrio to incorporate evidence-based guidance into the prior auth process," added Jon Shreve, MCG's President and CEO. "The integration of HealthTrio Authorizations and MCG Cite AutoAuth will help providers and payers support timely clinical decisions that will ultimately be a benefit to the patient."

About HealthTrio: HealthTrio provides digital engagement solutions that optimize self-service, value-based care, healthcare consumerism and real-time data integration. Our selection of tools is as broad as the markets we serve – from everyday tools such as eligibility, benefits and claims to advanced features supporting provider quality performance, cost transparency and automated authorizations. With in-depth security capabilities, HealthTrio's platform extends beyond the traditional member, provider, employer and broker access to include guests, caregivers, community-based organizations and a variety of other user types. For over twenty years, HealthTrio has supported health plans, administrators and integrated delivery networks to decrease costs, increase access and improve health outcomes. For more information, visit healthtrio.com or contact us at learnmore@healthtrio.com.

About MCG Health: MCG, part of the Hearst Health network, helps healthcare organizations implement informed care strategies that proactively and efficiently move people toward health. MCG's transparent assessment of the latest research and scholarly articles, along with our own data analysis, gives patients, providers, and payers the vetted information they need to feel confident in every care decision, in every moment. For more information visit www.mcg.com or follow our Twitter handle at [@MCG_Health](https://twitter.com/MCG_Health).

HealthTrio is on a mission to simplify healthcare.
Contact us at LearnMore@healthtrio.com

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