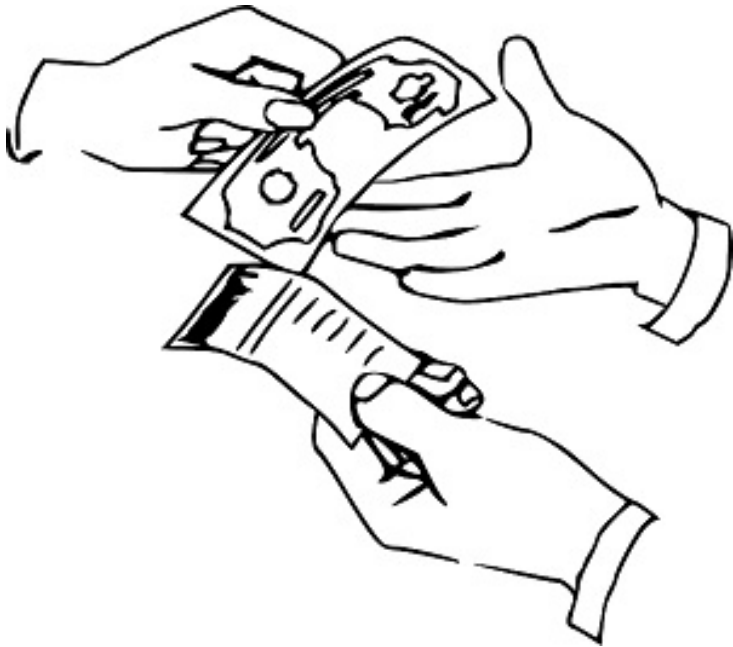


Tech firm Xerox to buy RSA Medical

28 August 2015 | News | By BioSpectrum Bureau

Tech firm Xerox to buy RSA Medical



Xerox has announced a definitive agreement to acquire RSA Medical. The acquisition, once closed, will expand Xerox's portfolio of healthcare service offerings to payers and life insurers using predictive analytics to enhance member outreach services aimed at improving overall population health.

RSA Medical is a provider of health assessment and risk management for members interacting with health and life insurance companies. Integrating RSA Medical into Xerox's Commercial Healthcare Services business will expand the company's ability to support healthcare payers throughout all stages of member engagement, including application and enrollment, operations and claims management, customer care, and population health management.

Ms Kelly Rakowski, senior vice-president, Healthcare Payer Services at Xerox said, "With this acquisition, we will help health plans educate new enrollees about services available to them and close gaps in care when necessary. We will also provide payers with insights into population health trends, and coordinate timely and personal clinical interventions for at-risk individuals and populations."

Powered by its proprietary MedGine platform and individualized patient-engagement capabilities, RSA Medical utilizes population-health focused data analytics that enable health plans to support early identification of medical conditions and other risk factors, increasing payers' ability to assist their members in maintaining wellness and managing chronic medical conditions.

"Xerox's powerful brand, extensive market coverage and focus on innovation will accelerate the growth of our services," said

Mr Rocco Salviola, founder, president and CEO of RSA Medical. He added, "The strong cultural fit and integration of our businesses will benefit clients of both companies by creating opportunities to seamlessly leverage Xerox's full portfolio of commercial healthcare service capabilities throughout the entire member care experience. RSA Medical will continue advocating for members by helping them navigate any and all insurance interactions with the end goal of controlling and preventing the onset of chronic diseases."

The RSA Medical management team and its employees will remain with the company with Salviola leading operations and reporting to Ms Rakowski.

The transaction is subject to customary closing conditions and is expected to close in the third quarter of 2015. Terms of the transaction were not disclosed.