



## VERISK HEALTH ANNOUNCES REBRAND TO VERSCEND TECHNOLOGIES

*Verscend Positioned to Set a New Industry Standard for Healthcare Data Analytics that Drive Better Outcomes*

**WALTHAM, MASS. – August 26, 2016** – [Verisk Health](#), a leader in data-driven healthcare solutions, announced today its rebranding to [Vercend Technologies, Inc. \(Vercend\)](#). “The name Vercend is an important milestone on our path to be an independent organization and a tribute to our future as a stand-alone entity,” said Dr. Emad Rizk, Vercend’s CEO. “The name Vercend implies growth, ascension, momentum and symbolizes the company’s commitment to optimize healthcare and create better outcomes. This is a major step in the company’s transition and will enable Vercend to focus on integrating and enhancing its industry-leading solutions to deliver intelligence that drives action.”

As part of this transition, Dr. Rizk, a seasoned healthcare executive with a 25-year track record of success working with payers and government entities, [joined the company as CEO](#). His considerable experience, deep belief in analytics, and innovative vision for the future healthcare economy uniquely qualify him to lead Vercend to new heights.

Dr. Rizk said, “Vercend is at the forefront of better, smarter, more integrated analytic solutions that create real value in the new era of healthcare. Over the next few years, commercial and government payers will become increasingly more dependent upon the combination of cost, risk, and quality. Driven by data and led by experience, we anticipate the challenges of tomorrow and apply insights to create quantifiable value and greater efficiency.”

[Vercend’s solutions](#) help shape better outcomes by providing information, opportunities, and recommendations to better manage healthcare risk and deliver proven results. Vercend’s suite includes solutions for:

**Payment Accuracy:** Fraud, waste, and abuse solutions that ensure accurate payment and cost containment

**Revenue Integrity:** Solutions that simplify commercial, Medicare, and Medicaid risk adjustment initiatives and ensure appropriate funding for members and their conditions

**Population Risk Analytics:** Decision analytics, including DxCG risk adjustment models and reporting solutions

**Quality Improvement:** End-to-end support for unified quality measurement, reporting, and improvement

For more information, visit [www.Vercend.com](http://www.Vercend.com) and follow Vercend on Twitter and LinkedIn.

### **About Vercend Technologies, Inc.**

Vercend Technologies (formerly Verisk Health) drives better healthcare outcomes through data analytics. Our payment accuracy, revenue integrity, risk assessment and stratification, and quality improvement solutions help organizations utilize their data so they can efficiently and cost-effectively succeed in the new era of healthcare. Learn more at [www.Vercend.com](http://www.Vercend.com).