



## **Top Healthcare Organizations and Industry Leaders Converge at Verscend Health Conference 2016 to Transform Healthcare Together**

**WALTHAM, MASS. – September 27, 2016** – [Verscend Technologies, Inc. \(Verscend\)](#), a leader in data-driven healthcare solutions, will gather together industry stakeholders this week to discuss the next era of healthcare. Now in its eighth year, [Verscend Health Conference](#) (VHC) has become the premier event for Verscend customers to come together to advance healthcare data and analytics and collaborate to move the industry forward.

“The healthcare market changes significantly from one year to the next, and it’s critical for our customers to come together to discuss the challenges and opportunities we will face as we move forward,” said Emad Rizk, CEO of Verscend. “As healthcare organizations become more dependent on cost, risk, and quality, our clients are at the forefront of bringing each of those pieces together. Data analytics are at the very heart of this combination. Verscend convenes key stakeholders to share insights, solutions, and best practices to create value and efficiency.”

This year’s event will be held at the JW Marriott Desert Springs Resort & Spa in Palm Desert, California, from September 27 to 30. The theme, “Transforming Healthcare Together,” reflects Verscend’s mission to advance healthcare by providing better, smarter, and more integrated analytics solutions that result in real value. Keynote speakers include:

- Kevin Mowll, executive director of the RISE Association, who will discuss how healthcare reforms unfold far beyond the Affordable Care Act marketplace
- David Costello, chief analytics officer at Verscend, who will cover the relationship between patient engagement and risk and quality outcomes
- Erik Wahl, internationally recognized graffiti artist, #1 bestselling author, and entrepreneur, whose onstage painting encourages organizations toward profitability through innovation and superior performance

Through case studies from colleagues and expert insight from the Verscend team, the various conference tracks are geared toward helping attendees answer questions in the primary areas of evaluating risk and driving financial performance. Panel discussions, product demonstrations, workshops, and case study presentations will run throughout the conference.

Each year, the conference also identifies a way to give back to the community. At VHC16, attendees will volunteer to support “[Clean the World](#),” a non-profit organization focused on collecting and recycling soap and hygiene products and distributing these products to impoverished people around the world to reduce the morbidity rate for hygiene-related illnesses.

Follow VHC16 on Twitter at @Verscend and #VHC16.

### **About Verscend Technologies, Inc.**

Verscend 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.verscend.com](http://www.verscend.com).

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