

SAMPLE NEWS RELEASE

Using this press release template, you can announce your voluntary commitment to ACA International's "Health Care Collection, Servicing and Debt Purchasing Practices—Statement of Principles and Guidelines." Add your details where indicated and copy onto your company's letterhead. Distribute to media contacts covering healthcare and/ or business news in your community.

NEWS RELEASE

Contact Information:

<Name>

<Company>

<Phone Number>

<E-mail Address>

FOR IMMEDIATE RELEASE

Collection Agency Pledges to Collect Health Care Debts with Dignity, Respect

(CITY, Date)—As local health care providers continue to develop patient-friendly billing and collection practices, one area collection agency is advancing the effort through its voluntary commitment to a new set of principles endorsed by ACA International, the Association of Credit and Collection Professionals (ACA).

<ABC Solutions>, a collection agency based in <City> has always complied with the federal Fair Debt Collection Practices Act (FDCPA) and other applicable laws and regulations, but has taken its commitment to professionalism a step further by pledging to uphold ACA's "Health Care Collection, Servicing and Debt Purchasing Practices—Statement of Principles and Guidelines." The Statement of Principles is a road map to help ACA members align their practices with the care-driven mission of their health care clients.

"Patients should always be treated with dignity and respect," said <Bob Smith, chief executive of ABC Solutions>. "Our health care clients expect us to represent them positively when we contact a patient regarding a past due bill. Yet collecting legitimate amounts due from those who have the ability to pay is crucial. We all benefit from a financially sound health care system, and in today's environment, that increasingly depends on help from collection agencies like <ABC Solutions>," said <Smith>.

"By committing to the ACA Statement of Principles, we hold ourselves out as an example of professionalism and assure our health care clients that their accounts will be collected in a socially sensitive manner. Our company has always been respectful of health care providers'

needs, and with the Statement of Principles we have a new tool for communicating that respect to our clients,” said <Smith>.

The Statement of Principles was developed by ACA to educate the public about the values espoused by its members. Commitment to the guidelines is optional, but as a condition of membership all members must abide by the association’s stringent code of ethics. The mandatory code of ethics establishes minimum standards of practice, including legal compliance, while the Statement of Practices outlines key areas of patient communications, business relationships and quality assurance that members serving the health care market should strive to achieve. The complete Statement of Principles can be viewed online at <http://www.acainternational.org/?cid=10281>.

<Company Boilerplate. Example: ABC Solutions is a 40-year old company specializing in health care receivables management. Based in Edina, Minn., with locations in San Diego and Houston, ABC serves over 150 clients and recovers \$35 million in health care debt annually.>

ACA International, the Association of Credit and Collection Professionals, is the comprehensive, knowledge-based resource for success in the credit and collection industry. Founded in 1939, ACA brings together more than 5,000 members worldwide, including third-party collection agencies, asset buyers, attorneys, creditors and vendor affiliates. ACA International establishes ethical standards, produces a wide variety of products, services and publications, and articulates the value of the credit and collection industry to businesses, policymakers and consumers. For more information about ACA International, visit <http://www.acainternational.org>.

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