



**FOR IMMEDIATE RELEASE**

## **Capario Launches New Website, Blog and Social Media Campaign**

*Additional resources and communication channels allow for easier access to information and fosters better communication with the market*

Santa Ana, CA – August 15, 2011 – Capario, a leading provider of revenue cycle management solutions that connect healthcare payers and providers nationwide, announces the launch of a new corporate website that offers simple navigation, streamlined product information and an enhanced resource center. The website launch coincides with that of a new blog, called *Capario Insight*, and a social media presence on Twitter, Facebook and LinkedIn.

"This launch is a testament to our ongoing commitment to customer service, as we continue to find new ways to connect with our clients through various means of communication," said Jim Riley, president and CEO of Capario. "Our website now serves as a 'one-stop-shop' for Capario updates and pertinent industry information, as well as a doorway to our new social media channels and blog. Our goals for this initiative are to increase the dissemination of information and foster ongoing, mutually beneficial conversations with our clients, partners and others in the healthcare industry."

The new website, located at [www.capario.com](http://www.capario.com), aims to provide visitors with easier access to information around Capario services, product and industry updates, and other valuable information. The new Resource Center now provides even more vital information around 5010 / ICD-10 and processing transactions with Capario, as well as added educational tools such as webinars, customer notifications and more. Furthermore, an emphasis has been placed on introducing members of the Capario team with bios, images and quotes placed throughout the site, highlighting the team's personal relationships with its customers.

The blog, located at [blog.capario.com](http://blog.capario.com), as well as the new [LinkedIn](#), [Twitter](#) and [Facebook](#) pages, will serve as platforms for experts at Capario to share their experiences as well as provide valuable insight to providers and partners. Ongoing content will include industry news, regulatory updates and the latest technology best practices as they apply to the revenue cycle.

### **About Capario**

For more than 20 years, Capario has provided industry-leading technology solutions to help providers get paid more quickly and more accurately. Capario operates a single, nationwide, real-time, open network that powers its revenue cycle management solutions. Capario has connectivity to more than 5,000 payers and is directly connected to more than 74,000 providers and an additional 200,000 providers via vendor partners. Based in Santa Ana, Calif., Capario is accredited by the Electronic Healthcare Network Accreditation Commission (EHNAC) and the CAQH<sup>®</sup> Committee on Operating Rules for Information Exchange (CORE<sup>®</sup>) for Phases I and II. Capario is a privately held company owned by Marlin Equity Partners. To learn more, visit [www.capario.com](http://www.capario.com).

### **About Marlin Equity Partners**

Marlin Equity Partners is a Los Angeles, California-based private investment firm with over \$1 billion of capital under management. The firm is focused on providing corporate parents, shareholders and other stakeholders with tailored solutions that meet their business and liquidity needs in special situations. Marlin invests in businesses across multiple industries that are in the process of undergoing varying degrees of operational, financial or market-driven change where its capital base, industry relationships and extensive network of operational resources significantly strengthens a company's outlook and enhances value. Since its inception, Marlin, through its group of funds and related companies, has successfully completed over 30 acquisitions. For more information, please visit [www.marlinequity.com](http://www.marlinequity.com).

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Press Contact:

Leslie Kirk  
Dodge Communications  
770-576-2576  
[lkirk@dodgecommunications.com](mailto:lkirk@dodgecommunications.com)