

## FOR IMMEDIATE RELEASE

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**National Medical Billing Services**  
Our ASC Expertise. Your Advantage.

### **New Partner Boosts Growth Potential for National Medical Billing Services**

*Healthcare Veteran Nader Samii Joins ASC Revenue Cycle Outsourcing Company*

St. Louis, MO (May 17, 2010) – National Medical Billing Services, the premier billing and coding company focused strictly on ambulatory surgery centers (ASCs), is proud to announce a new partnership with healthcare revenue cycle veteran Nader Samii.

Mr. Samii, who will serve as CEO of National Medical Billing Services, was most recently co-founder and President of Ajuba International. Ajuba started in 2001, grew to 2,000 employees by 2009 and has received extensive honors as a preeminent healthcare revenue cycle outsourcing company. Samii was also an investment banker at both Merrill Lynch and UBS and was a corporate finance attorney.

“ASC billing and coding is poised for growth, but it is very important to us as a company that we grow in the right way,” says National Medical Billing Services co-founder and President Lisa Rock. “Not only does Nader bring strategic capital; He also brings a proven ability to add the right people, processes, technology, and infrastructure for high growth – without sacrificing, even a little, the excellent customer service we are known for.”

“The more I learned about this company, the more impressed I became,” explains Samii. “Lisa has done a tremendous job building and rapidly growing the company while also creating an amazing company culture. Her passionate employees have an unmatched ability to help ASC clients compliantly capture revenue and maximize cash flow. Frankly, I have never seen a group of clients so excited about their results and the level of attentiveness they receive from their billing company.”

“We provide extensive training for our staff and we invest heavily in continuing education in order to stay on top of the ever changing and complex ASC billing and coding rules and regulations, and it pays off,” adds Rock. “National Medical Billing Services consistently increases its clients’ financial performance in a compliant fashion, in some cases even doubling their revenue and cash flow.”

Currently, approximately five to ten percent of ASCs outsource their billing and coding, but industry analysts project the outsourcing trend for ambulatory surgery centers to rapidly grow as billing and coding rules and regulations become even more complex and reimbursements continue to decline.

“This partnership is a win for all involved,” says Samii. “I’m ecstatic to become part of such a dynamic company, and now we’ll be able to serve even more surgery centers while our existing clients will benefit from a significant capital infusion, additional people, processes and technology.”

#### **About National Medical Billing Services:**

National Medical Billing Services is the premier revenue cycle outsourcing company focused strictly on ambulatory surgery centers and serves clients in over 25 states. Our unparalleled combination of ASC expertise, experience and resources allows us to capture all revenue and maximize cash flow for surgery centers in a

highly compliant fashion. Every single decision we make as a company is geared toward accomplishing these goals.

At National Medical Billing Services, Our ASC Expertise is Your Advantage.

For more information visit: [www.nationalASCbilling.com](http://www.nationalASCbilling.com)