

Unlocking the power of collaboration

THE TREND MANIFESTO

**Together, we are building a future where healthcare is
more sustainable, fair, and effective.**

PRINCIPLE 1:

We are better together.

Values: Respect, Collaboration

Our strength lies in our unity. By respecting one another's perspectives, experiences, and ideas, we create an environment where everyone feels valued. Collaboration is at the heart of how we operate, driving us to build stronger teams, foster innovation, and collectively overcome challenges. Together, we are capable of achieving more than we ever could alone.

PRINCIPLE 2:

We take ownership

Values: Accountability, Proactivity:

Taking ownership means taking responsibility for our actions, outcomes, and impact. We hold ourselves accountable not only to our goals but also to each other, ensuring that we deliver on our promises with integrity. Proactivity is key—we don't wait for change; we anticipate challenges, seize opportunities, and take initiative to drive continuous improvement.

PRINCIPLE 3:

We embrace change and never settle

Values: Adaptability, Open-Mindedness:

Change is a constant, and we choose to see it as an opportunity rather than a challenge. By embracing adaptability, we stay agile and ready to pivot when necessary. Open-mindedness allows us to explore new ideas, welcome different perspectives, and remain curious. We push ourselves to continuously grow, innovate, and refuse to settle for the status quo.

PRINCIPLE 4:

We are client-centric

Values: Commitment, Integrity

Our clients are at the core of everything we do. We are deeply committed to understanding their needs and delivering exceptional value with every interaction. Acting with integrity means that we operate transparently and ethically, ensuring trust and long-lasting relationships. We are driven by the success of our clients, and we aim to exceed their expectations at every turn.

Our Mission

Through collaboration and transparency, we empower the healthcare ecosystem to optimize profits for providers and payers, safeguarding patients pay fair premiums for the high-quality care they receive.

PART 1: What We Believe

We believe that everyone involved in healthcare is in a position to influence change. For decades, waiting for a top-down, government-mandated transformation has led to rising costs, increasing administrative overhead and frustration in every area of the industry. Everyone wants change, and we believe that instead of looking outward, each of us should take proactive command of our own 20 square feet and BE the change.

It's not just about tools and platforms, it's about how we think about each other, how we think about what's right for everyone involved: patients, members, providers, payers and all the parties in between that employ hundreds of thousands of people just trying to make a living.

TREND Health Partners is joining a new movement in American healthcare - leaving behind the costly adversarial payer-provider dynamic to create a new paradigm of efficiency through collaboration.

Decades of health system performance data have made it clear - the oppositional mentality cannot and will not get us to better financial outcomes in U.S. healthcare and the ultimate victim of the adversarial model continues to be the end customer.

It's time to move beyond the definition of insanity and TREND is helping to forge a better future.

SHORT VERSION: | **TREND Health Partners is joining a revolution in U.S. healthcare by replacing the inefficient, adversarial payer-provider model with a collaborative approach, enhancing efficiency and outcomes for all parties.**

PART 2: Collaboration is the Answer

Collaboration isn't easy. It requires actively seeking to understand what the other side wants and needs. It feels easier to stand firmly in one position, closed-minded to change, and demand that the other side make the necessary adjustments. But we spend so much energy "right fighting" about every detail: from a patient's insurance coverage for a particular encounter to who's spreadsheet of accounts is correct. And so often, information is withheld believing that it gives one side a position of strength and an advantage in the battle for appropriate reimbursement.

We have been in a metaphorical game of hungry hippos - just hitting the lever faster than our rivals hoping to capture more of the scrambling marbles (revenue dollars) for ourselves. But that entire paradigm is based on a false assumption: that there is revenue out there that is up for grabs - dollars that don't belong to anyone except for he who snatches them.

The reality is that between state and federal regulations, payer/provider contracts and CMS guidelines, there is a lot more clarity than gray areas, leading to the "truth" about every account. The rules may be complex and often complicated, but if you follow them, they delineate a clear owner for every penny. If both sides are motivated to get to the truth, there's no need to waste resources going to battle. Plus, sharing a common vantage point of the collective landscape eliminates the blind spots on both sides that have been causing errors and consuming resources. By partnering with TREND both sides get smarter, benefiting from increased visibility and shared knowledge. When both payers and providers choose to operate on a shared platform, using shared data and a singular, transparent rules engine, there is no reason to waste time and resources in an ever-escalating game of tug of war. When ambiguity arises both payers and providers trust TREND to get to the truth behind every dollar.

SHORT VERSION: | **No sides, just solutions - Collaborating on a common platform with transparency eliminates inefficiencies, reducing errors and aligning both parties to rightful earnings without unnecessary conflict.**

PART 3: TREND as the Pioneer

Let's be clear - TREND is participating in a revolution in the healthcare payment landscape. We believe that anyone with a "this is the way we have always done it" mindset will be left behind. TREND is serving as part of the industry's vanguard, pioneering a new era of efficiency through collaboration - an end to the oppositional paradigm. If you are part of an organization that needs 20 years of evidence before it's willing to leap, TREND may not be for you. Although there certainly is 20 years of overwhelming evidence that the legacy model has failed miserably, for all parties involved.

TREND has been quietly gathering its own performance record, and it's telling a very compelling story. What have we observed? When both payers and provider see TREND-branded communications come through, they handle them differently. They know those denials, appeals, credit balance notices and retractions have factored in all the relevant data, applied all the appropriate rules and they represent the unbiased, subjective reality of the contracts and the rules. Both parties know that scrutinizing the scrutinized is a waste of resources. Whether on the payer side or the provider side, adjudication correspondences that are marked with the TREND logo simply don't face the same friction as those sent directly or those sent through "allied" vendors.

SHORT VERSION: | **Facilitating repeatable compromise - TREND's performance is reshaping how payer/provider communications are handled. Payers and providers recognize that if it comes from TREND it is thoroughly vetted and data-backed representing the true terms of contracts and the law, reducing unnecessary scrutiny and friction in the adjudication processes.**



PART 4: It's Better in the Middle

TREND has built the payer/provider relationships that are fostering new efficiencies once believed to be impossible - a full generation ahead of other offerings in the marketplace.

It's not about fighting for one side or the other. It's about getting the payment right. It's about avoiding the battle on the back-end by getting it right on the front-end. TREND is a true neutral party, a genuine independent purpose-driven organization. We are neither owned by nor affiliated with any payer or provider organizations. TREND's revenues are evenly split, coming equally from both payers and providers.

While other vendors generate business by asserting that the rules aren't "fair", or by claiming to have a way to change the rules to benefit one side or the other, TREND's focus is on improving the understanding of the rules and increasing the efficiency in following them. We're committed to transparency and fairness, not to competing interests.

SHORT VERSION:

From silos to synergy - TREND prioritizes accuracy over conflict, ensuring correct payments to prevent disputes. As a truly independent entity unaffiliated with payers or providers, TREND advocates for neutrality, rejecting the outdated adversarial model in favor of building collaborative solutions.

PART 5: TREND's Key Differentiators

- TREND's technology and processes are all purpose built from a new foundation - the collaborative model of payer/provider interaction.
- Our position has given us expertise that other vendors simply can't develop, because they only ever see one side of the whole picture.
- Because we see both sides, we have a better understanding of the rules of engagement.
- We are in a better position than anyone else to reduce and prevent denials and credit balances in the first place. We see the whole picture of root causes.
- We have eliminated the misconceptions and blind spots that inefficiency thrives in.
- We have proved with over 60 insurers and 1000 hospitals that payer/provider communications bearing the TREND brand are simply handled differently because they are pre-vetted against the contracts and the law.
- TREND has the relationships that make it possible to move beyond the adversarial friction to a new model of efficiency in American healthcare.
- TREND hunts friction down to eliminate it and drive efficiency improvements.
- We started in collaboration from day one. Everyone else is catching up.



Pioneering new paradigms is bold work.



What will it take? Conviction, confidence, humility and passion

What will we encounter? Excitement, resistance, skepticism and belief

Where will it get us? It will get us a transformed health system - it will massively eliminate waste. It will earn TREND exceptional success.

Remember, TREND is you.

PART 6: The Change Starts With Us

"BE THE CHANGE YOU WISH TO SEE IN THE WORLD" - MAHATMA GANDHI

We believe that real change flows from each individual to the organization they operate in, to the industry at large. Who we are out in the market and exactly who we are internally.

At TREND, we embody the principles we advocate for in the broader healthcare industry: transparency, collaboration, and integrity. We recognize that transformative change doesn't just happen; it's built one decision, one action, and one person at a time.

- **A Culture of Openness and Teamwork:** We foster an environment where every team member is encouraged to contribute ideas and solutions, mirroring the collaborative model we promote externally.
- **Empowerment and Accountability:** Each of us owns our '20 square feet,' taking personal accountability for our actions and their impact, both within and beyond our office walls.
- **Building a Positive and Purposeful Workplace:** We believe that a positive workplace culture is a powerful catalyst for long-term success. It's about more than just job satisfaction; it's about creating a place where everyone can thrive and contribute to a grander vision.
- **Redefining Competition:** At TREND, we shift the focus from competing to co-creating. By harnessing the collective strengths of our team, we aim to drive meaningful changes in healthcare that benefit all stakeholders.

This inward integrity and commitment empower us to lead by example, ensuring that who we are internally aligns seamlessly with who we are in the marketplace. Our internal culture is not just a reflection of our business strategy—it's the foundation of it. Together, we are pioneering a future where healthcare works better for everyone.

