



## Avantas to Exhibit at HFMA ANI 2012; Will Examine C-Suite Financial Concerns at Conference via Survey

*At Healthcare Finance Conference, Labor Management Company to Announce Major Partnership, Product News; Will Demonstrate Industry's Only Enterprise-Wide Labor Management Solution*

**OMAHA, Neb. – June 14, 2012** (HFMA ANI Booth # 1661) – Avantas, a leading provider of strategic labor management technology, services and strategies for the healthcare industry, today announced that it will exhibit at the ANI: Healthcare Finance Management Association's (HFMA) 2012 National Institute and as such, has offered a select group of pre-registered attendees a chance to participate in an industry survey and win cash prizes at the conference. Booth visitors will also get a first peak at the latest enhancements to Smart Square®, the only enterprise-wide labor management solution on the market designed *for* healthcare professionals *by* healthcare professionals. Additionally, Avantas will announce major news regarding the addition of a prominent university health system to its growing client base.

Prior to the conference, Avantas sent out an online survey to select pre-registered attendees that seeks to identify the concerns of healthcare financial executives in relation to financial viability, interdepartmental relationships and automated solutions. Avantas will release the results of this survey following the conference, offering valuable insight into current concerns and related needs of the healthcare finance community. To participate in the survey, follow the following link: [www.avantas.biz/hfma2012survey](http://www.avantas.biz/hfma2012survey).

“As part of our commitment to offering the most robust labor management software and consulting services on the market, we are constantly enhancing our solutions and services to ensure that we are always on the cutting edge of innovation and always meeting the most pressing, relevant needs of healthcare organizations,” said Chris Fox, Senior Vice President of Growth and Innovation, Avantas. “The finance survey is one of the ways we are engaging the ANI’s C-Suite attendees to gauge their primary concerns and pain points, allowing us to enhance our solutions to meet the constantly evolving needs of the industry.”

The latest Smart Square solution enhancements include additional business intelligence capabilities, user-interface functionality, and enterprise-wide scheduling and staffing tools. Chris Fox and other senior executives from the company will be on site to demonstrate these Smart Square features and reveal how the flexible SaaS-based platform has evolved into an enterprise-wide labor management solution with capabilities for departments beyond the inpatient environment, allowing organizations to achieve seamless interdepartmental communications and alignment, cost savings and efficient staff

operations amongst many other benefits that help the entire organization meet financial benchmarks and improve patient care.

To learn more about Avantas, its industry leading labor management solution and services, and company news, please visit booth # 1661 at HFMA's 2012 Annual National Institute at the Mandalay Bay Resort and Convention Center in Las Vegas June 25 & 26.

### **About Avantas**

Avantas is an Omaha, Neb.-based company devoted to serving the healthcare industry. Its proprietary scheduling and productivity solution, Smart Square®, is the only comprehensive labor management platform developed *by* healthcare professionals *for* healthcare professionals. Additionally, its consultation services provide its clients tailored best practice labor management strategies designed to drive substantial and sustaining cost and quality improvements across the enterprise. For more information, please visit the Avantas website at [www.Avantas.biz](http://www.Avantas.biz).

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