

PREYED ON:

How Insurance Corporations Are Bleeding America's Hospitals and Communities to Death



SUMMARY

Insurance payers, particularly those behind Medicare Advantage plans, are systematically exploiting hospitals through delayed payments, excessive denials, and unsustainable reimbursement policies. In this compelling presentation, Mark combines sobering frontline data, original research, and deep policy analysis to show exactly how these tactics are accelerating hospital closures, weakening financial viability, and driving up administrative costs.

And while this big-picture insight is critical to understanding just how aggressively payers have rigged the system against providers, Mark goes well beyond diagnosis. Attendees will leave with proven strategies to reclaim revenue, minimize write-offs, push back against payer overreach, and safeguard the essential services their communities depend on.

This was a **refreshing and inspiring change** from your typical conference talk. **Mark had the room fully engaged from the start**, and the energy never dropped. People walked out talking about how they could **implement his strategies right away**.

Shannon Dukes, CFO, Warm Springs Medical Center

ATTENDEES WILL LEARN:

- ✓ What insurers are quietly hiding from patients and providers
- ✓ The true extent of the ever-growing threat of Medicare Advantage
- ✓ How to strategically push back on denials, delays, and deceptive contracts
- ✓ Proven tactics to recover revenue and reduce administrative burden
- ✓ Steps to protect your independence and join the push for change

★ WHO THIS SESSION IS FOR: ★

Hospital CEOs and CFOs • Revenue Cycle Managers and Teams •
Compliance Directors • Association Leaders • Board Members and Advocates

ABOUT MARK

Mark Craig is a nationally recognized healthcare advocate, author, and revenue cycle expert with over 20 years of experience helping hospitals navigate the financial maze created by insurers. He is the CEO and co-founder of Revenue Cycle Associates and Write-Off Warrior Inc., where he works with hospitals across the country to recover lost revenue and strengthen financial sustainability. After decades of witnessing and fighting exploitative insurance tactics firsthand, his mission is to ensure providers have the tools, strategies, and support they need to thrive in today's payer-dominated landscape.



Mark is the author of the investigative report *Preyed On: How Insurance Corporations Are Bleeding America's Hospitals and Communities to Death*. His policy perspectives have been published in the Atlanta Journal-Constitution, and he regularly collaborates with lawmakers and advocacy groups to advance targeted oversight reforms that expose and dismantle predatory insurer practices.

"Mark brought real substance and was a dream to work with. The room was locked in!"

- Meghan Williams, Customer Relations Coordinator, HomeTown Health, LLC



"The most talked-about session of the weekend."

- Luke Kelland, Revenue Cycle Director, Elbert Memorial Hospital

75%

of hospital
leaders say that
MA plans are the
most challenging
to work with

49%

have been forced
to reduce or
eliminate services
due to delays and
denials

100%

say that securing
timely and
adequate
reimbursement is
a constant battle

In the last 20
years, profit for
the Big Six
corporate
insurers has risen

672%

READY TO FIGHT BACK?

Speak with Mark

The crisis is real. But so is the path forward.