
HEARTLAND PAYMENT SYSTEMS® NAMED THE PREFERRED PARTNER FOR PAYMENT SOLUTIONS BY THE CALIFORNIA MEDICAL ASSOCIATION

New partnership delivers best-in-class patient payment management solutions to California's medical community

PRINCETON, NJ — July 1, 2010 — The California Medical Association (CMA) is partnering with Heartland Payment Systems (NYSE: [HPY](#)), one of the nation's largest payments processors, to provide its membership with access to a full suite of payments solutions specifically designed for healthcare practices.

As the CMA's preferred partner, Heartland provides comprehensive card processing, payroll and check management services that enable practice owners and managers to streamline operations and control costs. Heartland also helps healthcare providers improve their cash flow by minimizing delayed or unpaid patient payments with ConfirmPaySM, a real-time, web-based eligibility verification and payment solution. ConfirmPay is powered by TransEngenTM.

"ConfirmPay brings increased transparency to the point of care. By enabling healthcare providers to verify benefit coverage and determine remaining deductibles in real time, practices can better manage patient receivables and cash flow," said William Collins, executive director vertical market strategy at Heartland.

The CMA is a state medical association representing 35,000 physicians and is dedicated to promoting the science and art of medicine, protecting public health and bettering the medical profession in California. Through its partnership with Heartland, the CMA is enhancing a key aspect of its pursuit: practice management support.

"Heartland Payment Systems provides California physicians with an easy and effective way to manage payments and financial services," said Brennan Cassidy, CMA president. "By partnering with Heartland, we're empowering our members with proven tools and resources that help streamline administrative duties and enable them to focus on patient care."

Heartland named preferred partner by CMA/2

Robert Michaels, executive director sales management at Heartland, added, "As our nation transitions to a new healthcare model, it is crucial that medical practice managers have access to the most current payment processing information and technology. Heartland is committed to providing that guidance and delivering cutting-edge technology to keep up with the changing healthcare payments environment."

For more information about Heartland's healthcare solutions, visit HeartlandPaymentSystems.com/Healthcare.

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About Heartland Payment Systems

Heartland Payment Systems, Inc. (NYSE: HPY), the fifth largest payments processor in the United States, delivers [credit/debit/prepaid card processing](#), [gift marketing and loyalty programs](#), [payroll](#), [check management](#) and related business solutions to more than 250,000 business locations nationwide. A *FORTUNE* 1000 company, Heartland is the founding supporter of The Merchant Bill of Rights, a public advocacy initiative that educates merchants about fair credit and debit card processing practices. The company is also a leader in the development of end-to-end encryption technology designed to protect cardholder data, rendering it useless to cybercriminals. For more information, please visit HeartlandPaymentSystems.com, MerchantBillOfRights.org, CostOfABurger.com and E3secure.com.

About CMA

The California Medical Association represents more than 35,000 physicians in all modes of practice and specialties. CMA is dedicated to the health of all patients in California.

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