

# New Healthcare Advisory Board to Advise PNC On Billing, Payments and Financial Management

**Healthcare Leaders Provide Industry Expertise and Strategic Advantage For PNC's National Healthcare Group**

(NYSE: PNC)

PITTSBURGH, Dec. 3, 2008 -- PNC announced today the formation of a Health Care Advisory Board comprised of 19 executives from leading health care organizations and institutions nationwide. The new advisory board will provide strategic input regarding health care financial services and facilitate a discussion of health care financial management and administration issues.

In addition, the group will advise PNC on continuous improvements and enhancements to its products and services customized for the [health care](#) industry.

The 2008-2010 PNC Health Care Advisory Board will be chaired by Jeff Troutman, senior vice president of PNC, and will include representatives from health care organizations nationwide, including Jim Talalai, executive vice president and chief information officer, Select Medical Corporation; Anne Wilcox, director of revenue management support, Apria Healthcare; and Gina Cameron, director of physician services, Mercy Health System.

"We look to the advisory board as a unique source of industry knowledge and innovation," said Paula Fryland, executive vice president, PNC, and executive sponsor for the advisory board. "The board offers the opportunity for an in-depth look at how consumers interact with health care services on an everyday basis, and how PNC can better meet and manage the administrative needs of health care providers."

Health care industry representatives were selected from the treasury and revenue cycle functions of leading health care organizations and institutions. Along with seven permanent members from PNC, the advisory board will serve for two years (2008-2010), meeting in September and March.

For more than a decade, PNC has offered customized products and services for over 1,000 healthcare customers to reduce administrative costs and to increase the efficiency of the revenue cycle by combining leading clearinghouse capabilities with treasury management services.

"PNC's commitment to understanding the financial services needs of the health care industry is reinforced with the creation of this new advisory board," said Talalai. "As a technology leader in the financial services industry, PNC has experience and insight to share as the health care industry moves to secured, electronic billing and payment systems."

The [PNC Financial Services Group, Inc.](#), ([www.pnc.com](http://www.pnc.com)) is one of the nation's largest diversified financial services organizations providing consumer and business banking; specialized services for corporations and government entities, including corporate banking, real estate finance and asset-based lending; wealth

management; asset management and global fund services.

SOURCE: The PNC Financial Services Group, Inc.

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