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## RSource Rebrands as Knowtion Health

**Boca Raton, Florida, June 23, 2022** – Knowtion Health, formerly known as RSource Healthcare, is proud to announce the launch of its new brand. The new branding builds upon the stellar reputation, history, and growth the healthcare revenue cycle company has created over the past 14 years.

“Knowtion Health retains its established values and heritage, while evolving to reflect the modern, technology-enabled presence of our revenue cycle solutions,” said CEO Jayson Yardley. “We proudly serve more than 350 hospitals nationwide and manage over \$2.1 billion annually in outstanding balance accounts for clients as we resolve denied and complex claims, recover low balance accounts, and defend hospitals and health systems against payer audits.”

The name “Knowtion” is a combination and intersection of **knowledge** and **innovation**. “*Knowledge* encompasses the expertise of our dedicated employees and the valuable services they deliver to providers and patients,” he added. “*Innovation* represents the automation, analytics, workflows, and processes used in providing tech-enabled services to our clients.”

Knowtion Health’s rebranding further includes our company’s expertise and expanding technology capabilities in low balance recoveries. Its adaptability as a company has allowed Knowtion Health to become increasingly valuable to its healthcare clients in the ever-challenging area of account recovery for the revenue cycle.

“This is an exciting time for Knowtion Health and the revenue cycle,” Yardley said. “It’s equally humbling and extraordinary to think about Knowtion Health’s beginnings to our high-tech present. We are pivoting to this new brand to share our messaging consistently and fulfill our mission of supporting healthcare and the health of communities across America. The decision to rebrand our already-successful claims denial management company came from the idea of something we call, The Claims Game,” Yardley continued. “In a world where the balance of power has always favored the payers and the rules of determining coverage and the processing of hospital claims have grown complex, too many healthcare providers and their patients have been stuck in a claims game they just can’t win. We’ve found a way to give hospitals and their patients more control over their destiny and get the revenue they are owed. That’s why our company’s cause revolves around providing: more smarts, more tech, and more passion. We are the advocates who fight harder for the provider and their patients. This is why our tagline and promise to every client is: You’ve Got This Now.”

There is no acquisition or merger related to this name change. Knowtion Health continues to be owned by Sunstone Partners, a private equity firm based in San Mateo, CA, since August 2020. The company will officially unveil its new branding at the Healthcare Financial Management Association’s (HFMA) Annual Conference, June 26-29 in Denver, CO.

“In addition to the rebranding we created a new website, videos and even a “[Say hi to Knowtion](#)” theme song to a popular tune. I’m proud of the work our team does for our clients, and I believe this new marketing accurately showcases their efforts. The rebranding and website were led under the brand and creative direction of our Senior Director of Marketing, Christine Hanson-Ehlinger. We invite you to get to know the evolved Knowtion Health,” Yardley said. Visit the website at [KnowtionHealth.com](https://www.knowtionhealth.com).

### About Knowtion Health

Knowtion Health helps the health system revenue cycle resolve denied and complex claims, recover low balance accounts, and defend against payer audits, tipping the balance of power back to the provider. Knowtion Health is a distinguished recipient of the Black Book 2021 award, selected as a top partner by provider clients. The company is uniquely positioned to deliver claims denial management solutions to hospitals and health systems of all sizes and types. [KnowtionHealth.com](https://www.knowtionhealth.com) - You’ve got this now.

### About Sunstone Partners

Sunstone Partners is a growth-oriented private equity firm, based in San Mateo, CA, that makes majority and minority investments in technology-enabled services and software businesses. Recognized as Inc.’s 2020 PE 50 founder-friendly private equity firms for entrepreneurs, the firm seeks to partner with exceptional management teams, often as their first institutional capital partner, to help accelerate organic growth and fund acquisitions. Founded in 2015, the firm has \$800 million of committed capital to its first two funds. [Sunstonepartners.com](https://www.sunstonepartners.com)