



## Eloy Paez

Executive Vice President  
Behavioral Health, INFINITY

In this Voices interview, Behavioral Health Business sits down with Eloy Paez, EVP of Behavioral Health of INFINITY to learn why INFINITY joined SimiTree in 2022, and what that partnership can now bring behavioral health providers.

Editor's note: This interview has been edited for length and clarity.

**Infinity, A SimiTree Company, specializes in providing services for mental health and substance abuse facilities, including billing, insurance collections, utilization management and various degrees of consulting to increase profitability. To learn more, visit [infinitybehavioral.com](https://infinitybehavioral.com).**

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**Q: Behavioral Health Business:**  
Eloy, what career experiences do you most draw from in your role today?

**Eloy Paez:** Easy, my time in direct care. I've treated thousands of patients and many family members all with a great deal to share. In my time in direct care, I've seen both the good and bad of behavioral health care and RCM. It's important to learn and adapt quickly. My core belief is that INFINITY's clients can achieve substantial financial success by being able to keep their focus on excellent clinical programming. Our new partnership with SimiTree allows for that.



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**Q: Behavioral Health Business:**  
What value does INFINITY provide to its clients that other companies don't provide?

**Paez:** We were founded and owned by clinicians. As such, we deliver a comprehensive look at their provider and/or the facility bringing together evidence-based practices that impact care and revenue cycle in a way that is positive to the individual receiving treatment and payor expectations. It sounds cliché, but we focus first on patient care and "all of the little things" that are part of the process.

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**Q: Behavioral Health Business:**  
How does INFINITY help behavioral health providers navigate their relationships with insurance companies?

**Paez:** We live in a complex industry and work very hard to bring good providers and/or facilities to understand the relationship with their patients, their families and the role of payors in that dynamic. I understand that the challenges insurance companies present to providers can create a significant impact on both the providers and their patients. I have a passion for addressing those issues, and that passion informs the customer service and outcome goals that define the INFINITY difference.



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**Q: Behavioral Health Business:**  
What traits do you admire in other leaders, and why?

**Paez:** I admire leaders who value the relationship with their partners, make the necessary adjustments timely and prioritize bringing value to the life of others.

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**Q: Behavioral Health Business:**  
What are the most important strategic priorities for INFINITY over the next three to five years?

**Paez:** We joined SimiTree this year to give INFINITY access to the resources and expertise that make SimiTree an industry leader, in turn allowing us to give our clients even greater opportunities for profitability without sacrificing quality of care. In this new role, we want to touch more patient life's effectively, lessen the financial burden of care, align ourselves with good partners and payors while continuing to introduce technology to simplify the process of care and RCM.



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**Q: Behavioral Health Business:**  
What industry challenges or trends will surface that behavioral health companies need to address to remain successful? How is INFINITY positioned to address these challenges?

**Paetz:** It's hard to predict the future but everything starts with the patient and their families. Staying in front of best practices of treatment should be everyone's priority.

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**Q: Behavioral Health Business:** Finish this sentence:

The behavioral health care industry in 2022 will be the year of...?

“The year of realization.”