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LOWELL PHYSICIAN HOSPITAL ORGANIZATION GOES LIVE WITH MEDVENTIVE

Lowell PHO Implements MedVentive's Award-Winning Business and Clinical Intelligence Platform to Manage the New Era of Risk Contracts

WALTHAM, MA – August 6, 2010 – [Lowell](#) General Physician-Hospital Organization (Lowell PHO), a 280-physician integrated delivery system providing outstanding quality care to patients in the Greater Lowell (Massachusetts) area, has implemented [MedVentive's](#) award-winning technology platform to manage risk and quality performance. To effectively manage its capitated and incentive-based quality contracts with multiple payers, Lowell PHO sought a comprehensive, flexible technology platform to manage risk, identify improvement opportunities, and proactively outreach to its physicians and patients.

MedVentive is a market leader in physician performance management solutions that improve patient care while strengthening financial performance for health plans and physician groups. MedVentive's comprehensive, proven technology platform engages the entire healthcare continuum through physician collaboration, data transparency, and proactive care improvement on a community-wide basis to measurably increase patient wellness. With a proven ROI for increasing the quality of care while lowering costs, MedVentive's clients are leading the industry in achieving real world results.

Gerri Vaughan, *Lowell PHO Executive Director*, said, "There has been a lot of change in how risk is being managed, with provider organizations such as ours stepping up to more directly manage the cost and quality of care. One example here in Massachusetts is the [Alternative Quality Contract](#) (AQC) with Blue Cross Blue Shield of Massachusetts, under which we are managing to a per-patient global budget with significant performance incentives based on quality measures. Given our heightened risk profile, we needed a technology infrastructure that would provide data-driven, detailed insight into actionable opportunities for improvement. In selecting MedVentive, we gained a partner with unique experience and capabilities to support provider-based risk contracts."

“Healthcare organizations, even high-performers like Lowell PHO, must continually take initiative to survive and thrive under the constantly shifting pressures in the healthcare market. We look forward to a fruitful partnership with Lowell PHO as we help them identify key areas of opportunity to bend the cost curve while continuing to excel in local and national quality metric programs,” said Nancy Ham, MedVentive President and CEO.

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About Lowell General Physician Hospital Organization (PHO)

The Lowell General Physician Hospital Organization (PHO) is a non-profit organization comprised of approximately 280 member physicians and its hospital partner, Lowell General Hospital. The PHO was established in 1995 with the goal of developing a local, integrated delivery system providing outstanding quality care to patients in the Greater Lowell area. Its primary care physicians consistently earn the highest rankings in quality and efficiency from local and national managed care organizations. Its member specialists share the vision to create a healthcare environment that demands quality, promotes wellness, improves outcomes, eliminates errors, enhances communication, and creates a full spectrum of healthcare value to its patients. The delivery system strives to provide this for every patient, every day. For more information, please visit www.lowellgeneralpho.org.

About MedVentive

For more than a decade, MedVentive has worked with leading provider and health plan organizations to develop and deploy innovative, clinically sophisticated approaches to successfully reduce healthcare costs and improve the quality of patient care. MedVentive offers a fully-integrated suite of business & clinical intelligence and outreach applications that support best-in-class pay for performance programs, physician efficiency profiling and information-sharing, quality intervention, pharmacy management, and point-of-care decision support tools – all built on a risk-adjusted data foundation. Provider groups and health plans use MedVentive technology and services to identify their greatest healthcare improvement opportunities and to act quickly and efficiently to effect change through flexible, tailored solutions. For more information, please visit www.medventive.com.