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MEDVENTIVE CONGRATULATES CLIENTS FOR THEIR OUTSTANDING ACHIEVEMENT IN QUALITY

Multiple Clients Are Recognized by the #1 Health Plan in the US

WALTHAM, MA – May 11, 2010 – [MedVentive](#) congratulates several of its Massachusetts clients – [CentMass Association of Physicians](#), [Lowell General PHO](#), [Mount Auburn Cambridge IPA](#), [Northeast PHO](#), a physician hospital organization affiliated with Beverly and Addison Gilbert Hospitals, and [Beth Israel Deaconess Physicians Organization](#) – for achieving ‘2009 Physician Group Honor Roll’ recognition by Harvard Pilgrim Health Care, the #1 commercial health plan in America (according to a joint ranking by U.S. News & World Report and the National Committee for Quality Assurance).

Harvard Pilgrim publishes their "Honor Roll" of physician groups based on outstanding performance against national HEDIS quality benchmarks, as reported by NCQA, for specific adult and pediatric metrics. For a provider group to be recognized by Harvard, the group must have performed above the national 90th percentile for at least 80% of their quality measures.

“We have been using the MedVentive technology platform for more than three years, and particularly the Quality Intervention Module (QIM), to really identify our opportunities for improvement. The automated outreach tools make it simple to communicate to physicians and patients alike, allowing us to proactively improve our quality performance. We are continually refining our quality program, and this recognition validates our success,” said Ray Fredette, CEO at CentMass Association of Physicians.

MedVentive provides our clients with a comprehensive, enterprise business and clinical intelligence platform that is designed from the healthcare point-of-view and configurable to each organization’s unique needs. In just a few clicks, clients and their physicians can easily assess physician performance in key areas such quality, cost, utilization, efficiency and pharmacy. Actionable opportunities to improve are pinpointed. In addition, we extend beyond reporting to provide intervention tools that drive real change in quality and cost. Our clients leverage our flexible technology platform as an integral part of their quality and pharmacy improvement programs.

“We have been working with MedVentive for many years to successfully manage our pharmacy performance. Their team of managed care pharmacists works intimately with our physicians to help them identify and act upon clinically appropriate opportunities to prescribe generic drugs and hence to reduce drug costs for patients

and purchasers. Optimized drug regimens are an important part of global patient management and overall health,” stated Roberta Zysman, Executive Director of the Beth Israel Deaconess Physician Organization, LLC.

“This is what we strive for in developing our technology – a platform that helps our clients achieve measurable health improvements. We are very proud of our clients’ achievements and the real quality improvement they’ve achieved in their communities. We look forward to continued productive partnerships in reducing medical costs and improving quality with our clients,” said Dr. Jonathan Niloff, Chief Medical Officer and Founder.

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About MedVentive

Clients use our next generation solutions to manage best-in-class pay for performance programs, engage providers and build transparency, meet even exceed goals for improving member/patient health, reduce medical and pharmacy costs, leverage automation and increase efficiencies (less FTEs to do more), support population management and intervention programs with providers and for members, and more.

For more than a decade, MedVentive has been helping health plans and provider organizations create a single comprehensive view of their performance and improvement opportunities that allows them to successfully improve the quality of patient care and reduce medical costs. Proven ROI with an average pay back in less than one year makes MedVentive a compelling answer in today’s healthcare environment.

Learn more - www.medventive.com.