



Media Contact:

Delia C. Brower, *Marketing Manager*
phone: (781) 290-2515
email: dbrower@medventive.com

**SOUGHT-AFTER THOUGHT LEADER IN HEALTHCARE,
DR. NILOFF SHARES INSIGHTS WITH *PHYSICIANS PRACTICE* & CAPG MEMBERSHIP**

Based on over two decades of healthcare and IT experience, he imparts best practices for the selection of IT technologies and successful solution implementation strategies for programs that optimize P4P performance, engage physicians to improve efficiency, and support Clinical Integration

WALTHAM, MA – February 08, 2010 – [MedVentive](#) announces that its founder, Chairman, CMO, and Chief Innovation Officer, Dr. Jonathan Niloff, has been invited to speak at this month's [California Association of Physician Groups](#) (CAPG) general meetings. He will be discussing how physician efficiency programs can be used to identify actionable improvement opportunities, promote best practices across networks, and engage physicians to drive reduced costs and improved outcomes with CAPG members.

Physicians Practice published an article on 'Can Technology Make P4P Easier?' in their January 2010 edition. Dr. Niloff provided perspective on technology options beyond EHRs that are available to healthcare organizations to support pay-for-performance program reporting and management. He discussed the benefits of using patient registries as well as best practice criteria for evaluating quality improvement systems.

Dr Niloff has spoken at many conferences including the P4P Summit and World Congress.

"Having worked in the healthcare trenches for more than 20 years I have learned a lot about what works in the real world. This and continuous feedback from audiences and our customers enhances my ability to develop technology and tools that can be implemented in the field to drive real improvements in quality and efficiency," states MedVentive founder, Chairman of the Board, and CMO Jonathan Niloff, MD.

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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.