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## **DR. JONATHAN NILOFF LEADS ‘EFFICIENCY IN P4P’ DISCUSSION AT 2009 P4P SUMMIT**

*Focusing on the Challenges of Developing Successful Physician Efficiency Profiling Programs that Change Behavior and Reduce Costs*

WALTHAM, MA – March 05, 2009 – MedVentive, a leading provider of integrated performance management solutions for health plans and providers, announces that our CEO and co-founder, [Dr. Jonathan Niloff](#), will be conducting an interactive discussion on [Guiding Principles for Implementing a Successful Physician Efficiency Profiling Program](#) (Tuesday, March 10<sup>th</sup>, Track 1:1.08 at the 2009 P4P Summit in San Francisco, CA). He brings his own experiences as a practicing physician, medical director and network president as well as his insights as a healthcare technology innovator to this challenging and controversial subject. The session will discuss best practices to overcome technical and data challenges in creating profiles. Just as importantly, Dr. Niloff will discuss how to create a transparent and collaborative program that gains physician buy-in, and ultimately leverages the information in the profiles to create behavior changes and reduce medical costs.

“Physician efficiency profiles are an important and useful tool when done correctly.” said Dr. Niloff, CEO and co-founder. “I’ve experienced personally the consequences of flawed methodologies, so I understand the concern physicians have with some efficiency profiles. However, I’ve worked with thousands of physicians to create objective, transparent profiles that have met the credibility test. I look forward to sharing some key guidelines to creating successful efficiency profiling programs that drive positive results.”

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### About MedVentive

MedVentive provides the industry’s first and most comprehensive integrated performance management solution. For more than a decade, we’ve given our health plan and provider customers a single, comprehensive, and risk-adjusted view of their financial and clinical performance. With just a few clicks clients can drill down to the physician, member/patient, or claim level, and initiate automated intervention tools and workflows. Our award-winning platform allows clients to successfully improve the quality of patient care and reduce medical costs – achieving quantifiable results and ROI within the first year.

Clients use our technology to support their business and clinical intelligence needs: to reduce medical and pharmacy costs; to manage best-in-class pay for performance programs; and more. Our web platform reaches across standard barriers, creating a transparent and collaborative platform that improves the way care is delivered. With a proven, rapid-start implementation, our clients start improving their clinical and financial performance in three months or less.

Learn more - [www.medventive.com](http://www.medventive.com).