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MEDVENTIVE INVITED TO PRESENT AT WELLPOINT INNOVATION EVENT

Next generation Point of Care Decision Support Registry solution selected for innovation showcase

WALTHAM, MA – February 17, 2009 – MedVentive, a leading provider of integrated performance management solutions for health plans and providers, is honored to be invited to present at WellPoint's Second Annual Innovation Event on March 18th in California. [WellPoint, Inc.](#) is the largest health benefits company in the U.S., with more than 35 million members in its affiliated health plans.

WellPoint sponsors the Innovation Event in order to survey the market for the most ground-breaking solutions available. "Our first Innovation Event attracted some of the best and brightest health care entrepreneurs, both domestically and internationally, who share our passion for developing innovative products and services that improve the overall health care experience for consumers," said Chad Pomeroy, WellPoint's vice president of Innovation. "For year two, we hope to build upon that success by identifying solutions that focus on improving consumer and provider engagement."

MedVentive is showcasing our newest provider engagement tool – [Point-of-Care Decision Support Registry Module](#). Although we have been leveraging registries embedded in our [Quality Intervention Module](#) for many years, we heard from our customers the need for a next generation solution that would include advanced features such as segregation of process and outcome measures, visit lists, automated work queues, integrated physician exception reporting, claims integration, and enterprise reporting.

To ensure usability, we worked extensively with physicians in the field to develop a GUI, functionality, and workflows that fit the needs of busy caregivers in their daily tasks. With this platform, they can collaborate effectively with health plans to promote good care based on care guidelines, to enhance the provider-member interaction through an informed data driven visit (with accurate, relevant data), and to promote and facilitate practice-based proactive care improvement outreach.

Our society urgently needs a better solution to improve preventive screening rates and chronic care success. *Time* magazine recently graded the U.S. healthcare system, and assessed a D+ for preventive care, with less than 50% of adults receiving the recommended cancer screenings, blood- pressure checks, tests

and immunizations. On the chronic care side, diabetes alone is costing \$216 billion a year, with another 52 million Americans pre-diabetic.

We know that technology can dramatically improve these results and our customers are proving it.

MedVentive customers are consistently rated as top quality performers, with several scoring in the 90th percentile locally and nationally on chronic and preventive care measures.

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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.