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MEDVENTIVE CEO DR. JONATHAN NILOFF TO SPEAK AT 6TH ANNUAL WORLD CONGRESS LEADERSHIP SUMMIT FOR HEALTHCARE QUALITY IN BOSTON

Panel focuses on "Practical Strategies and Operational Methods to Achieve Successful P4P Implementation"

CAMBRIDGE, MA – July 29, 2008 – MedVentive Inc. is pleased to announce that CEO [Dr. Jonathan Niloff](#) is moderating a panel discussion on *"Practical Strategies and Operational Methods to Achieve Successful P4P Implementation"* with esteemed colleagues: [Dr. Philip M. Oravetz](#), Vice President and Senior Medical Director at [Mills-Peninsula Medical Group](#) in California; Dr. Michael Edbauer, Medical Director at [Catholic Independent Practice Association of Western New York](#) (CIPA); and Dr. Edward Westrick, Vice President Medical Management at [UMass Memorial Health Care](#).

The panel's goal is to stimulate discussion of best practices and innovative approaches to developing and implementing successful pay for performance programs. Each panelist brings a unique perspective based on his experience in differing provider organizations. They will share lessons learned, including major challenges and barriers they encountered, methods for achieving physician support for their programs, ways to design incentives, and strategies to leverage technology to optimize program results.

Dr. Niloff brings to the discussion more than twenty years of healthcare experience as a practicing physician, medical director, professor, author, and healthcare technology innovator. Specifically with regards to P4P, Dr. Niloff was the president of the Provider Service Network (PSN) for the CareGroup Healthcare System, an integrated, at-risk network of 3,000 physicians, and eight hospitals that participated in some of the nation's first pay-for-performance programs. While at the PSN, Dr. Niloff drove the creation of a powerful suite of inter-related business intelligence, patient outreach, and P4P tools that were nationally recognized as best-in-class. Four years ago he led the spin-off of that technology into MedVentive, an independent software company helping customers coast-to-coast achieve extraordinary results in controlling pharmacy costs, optimizing quality performance, and reducing utilization.

This year's [World Congress Leadership Summit on HealthCare Quality](#), *Solutions to Bridge the Gap between Payment and Quality*, is being held at the Renaissance Boston Waterfront Hotel in Boston, MA on August 4-5,

2008. The Best Practice Forum, “*Practical Strategies and Operational Methods to Achieve Successful P4P Implementation*” led by Dr. Niloff is on Monday, August 4 from 1:30 to 3:00 p.m.



About MedVentive

For more than a decade, MedVentive has worked with leading provider and payer 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 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. Providers and payers 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.