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## **SOUTHERN CALIFORNIA PHYSICIANS MANAGED CARE SERVICES SELECTS MEDVENTIVE AS THEIR STRATEGIC HIT PARTNER**

*Initiative and Innovation – SCPMCS Takes Proactive, Unified Approach to Care Improvement – Delivering High Quality and Lowered Costs while Supporting Different Healthcare Models*

WALTHAM, MA and SAN DIEGO, CA – July 7, 2009 – [Southern California Physicians Managed Care Services](#) (SCPMCS) announces the selection of [MedVentive](#) as its partner to provide a unified platform for assessing clinical and business drivers that will improve quality of care and lower costs. SCPMCS is a management services organization (MSO) located in San Diego. It serves the business needs of several regional IPAs and Medical Groups.

Joyce Cook, CEO of SCPMCS, said, “In analyzing our existing tools, we realized we needed a more comprehensive technology solution beyond IHA/P4P or point-specific tools in order to support our strategic mission for the next five years. A key challenge as we all know is that proof of the value of the delegated model has lagged behind expectations. Fundamentally, however, having a single primary physician with overall responsibility for a patient’s well being makes sense to improve health and reduce escalating healthcare costs. MedVentive was the clear choice with a proven ROI for improving quality of care and reducing costs. In addition, their platform provides the flexibility for us to react and adapt to shifting models in the healthcare market as we all try to solve the healthcare crisis.”

MedVentive provides the experience, tools, and technology to help SCPMCS achieve their goals through

- A single platform to support clinical integration that allows them to expand management to all products
- Severity adjusted data to gain accurate insight into physician performance and practice variations
- Proactive population management programs
- Robust reporting and analytics
- Quality initiatives (improving IHA scores and guideline compliance)

The MedVentive platform provides a comprehensive solution for effective patient care at each physician’s office and among geographically dispersed physician offices. The system promotes a true proactive, transparent, and

collaborative care environment that includes, in addition to the physicians, their IPAs and Medical Groups, the MSO, and their health plans.

“SCPMCS wants a strategic solution to meet today’s pressing business challenges that will also help them stay competitive in the ever-shifting healthcare market. Using a single platform to drive collaborative care among providers and to share clinical best practices results in high quality performance and reduces costs,” states Dr. Jonathan Niloff, CEO of MedVentive. “MedVentive serves a diverse group of clients. Although all receive a universal set of benefits from implementing our solutions, one of our key strengths is our ability to focus on the uniqueness of each of our clients. We are looking forward to helping SCPMCS successfully meet their specific business goals that will distinguish them in their market.”

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#### About Southern California Physicians Managed Care Services (SCPMCS)

Southern California Physicians Managed Care Services (SCPMCS) is a physician-governed, management services organization providing fully delegated, managed care administrative and management services to physician group clients across San Diego and Imperial Counties since 1996. Our focus on excellent client service supported by advanced technology and experienced staff, enables our clients to concentrate on quality patient care while we assist them in managing day-to-day business operations.

#### About MedVentive

For more than a decade, MedVentive has worked with leading health plan and provider 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. Our clients 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.

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