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News Release

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Availity Announces Support of Project SwipeIT *Potential Savings to Providers Estimated at \$1 Billion per Year*

JACKSONVILLE, FL – Availity, LLC, a leading health information network, today announced its support of the Medical Group Management Association (MGMA) [Project SwipeIT](#). The initiative is intended to advance the adoption of standardized patient identification (ID) cards containing compliant, machine-readable information by January 1, 2010. MGMA estimates that machine-readable patient ID cards could save physician offices and hospitals as much as \$1 billion a year by improving administrative efficiencies and reducing the number of denied claims.

Machine-readable patient ID cards are designed to provide real-time patient information at the point of care. Cards complying with the standards developed by the Workgroup for Electronic Data Interchange (WEDI) will ensure uniformity of information, appearance, and technology. Availity was instrumental in the creation of the WEDI standards, and supported use of proprietary machine-readable patient ID cards prior to the WEDI standard.

Availity deployed its CareRead[®] card processing capability in 2007, enabling providers to swipe a patient's magnetic stripe-enabled member ID card through a card reader connected to a computer and read the information contained on the card. The information automatically populates transaction pages on the secure Availity web portal, alleviating manual data entry and data entry errors. Providers simply click a button to retrieve real-time eligibility and benefits information and more. Three-track card readers plug and play with a Universal Serial Bus (USB) connection and are available at a discount from Availity's preferred distributor.

"Availity is proud to support the Project SwipeIT initiative," said Russ Thomas, executive vice president and chief operating officer for Availity. "We are committed to collaborative opportunities that reduce costs, create efficiencies, and improve the health care industry."

"We are very excited to have Availity's support of Project SwipeIT," said William Jessee, MD, FACMPE, president and chief executive officer of MGMA. "Their early efforts have been widely deployed and have already had a positive effect on the health care community."

About Availity, LLC – Patients. Not Paperwork.[®]

Availity optimizes information exchange between multiple health care stakeholders through a single, secure network. The Availity Health Information Network encompasses administrative, financial, and clinical services, supporting both real-time and batch exchange via the web, business to business (B2B) integration, and electronic data interchange (EDI). For more information, including an online demonstration, please visit www.availity.com.