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News Release

Availity Teams with Blue Cross and Blue Shield of Minnesota to Improve Health Care Efficiencies

Collaboration to advance quality health care delivery and support state requirement for electronic claims and eligibility inquiries

JACKSONVILLE, FL – August 18, 2009 – Availity, LLC, the industry’s premier health information network, today announced its partnership with Blue Cross and Blue Shield of Minnesota to promote improved efficiencies in health care and reduce the cost of care administration for Minnesotans. Blue Cross will leverage the Availity Health Information Network to support the secure exchange of administrative health information between Minnesota physicians, hospitals, and public and private health plans.

Under the agreement, Availity will operate as the designated transaction gateway for Blue Cross and Blue Shield of Minnesota. Providers, vendors and other clearinghouses currently utilizing ClearConnect – the claims clearinghouse used by Blue Cross – will be seamlessly transitioned to the Availity network where they will continue to experience the first rate service they have come to expect. Providers will additionally benefit from Availity’s multi-payer, real-time, web-based products and services – all at no cost to the provider.

Minnesota is the first state to require all health care payers and providers to submit claims, eligibility and remittance transactions electronically using a common format. The new law is intended to reduce costs by simplifying and accelerating the process of health care administration. The mandate also requires that health plans verify patient eligibility and send remittance information electronically or with web-based tools. Availity provides these services, and more, to health care stakeholders across the country.

“Blue Cross and Blue Shield of Minnesota, along with the Minnesota health care community, is on the forefront nationally of creating and adopting efficient and innovative ways to exchange health information. We are excited to work with Availity to bring new features and services to existing customers and to all of our providers and partners,” said John Orner, Vice President - Business Development and Chief Investment Officer for Blue Cross and Blue Shield of Minnesota.

“Availity and Blue Cross and Blue Shield of Minnesota share a common belief that proven health IT solutions that offer access to multiple payers must be leveraged to remove cost from the health care system and advance affordable care,” said Julie Klapstein, CEO for Availity. “Together we are committed to improving health information exchange in Minnesota.”

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.

About Blue Cross and Blue Shield of Minnesota

Blue Cross and Blue Shield of Minnesota, with headquarters in the St. Paul suburb of Eagan, was chartered in 1933 as Minnesota's first health plan and continues to carry out its charter mission today: to promote a wider, more economical and timely availability of health services for the people of Minnesota. A nonprofit, taxable organization, Blue Cross is the largest health plan based in Minnesota, covering 2.8 million members in Minnesota and nationally through its health plans or plans administered by its affiliated companies. Blue Cross and Blue Shield of Minnesota is an independent licensee of the Blue Cross and Blue Shield Association, headquartered in Chicago. Go to www.bluecrossmn.com to learn more about Blue Cross and Blue Shield of Minnesota.