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## News Release

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### **A.M. Best's E-Fusion Podcast Explores Availity, an Internet Exchange for Health Providers**

OLDWICK, NJ -- Availity's experiences in connecting a growing portion of the health insurance provider market is highlighted in the latest edition of the E-Fusion Podcast, released by the **A.M. Best Co.**

In an audio interview, David Johnson and Tony Shepse of the Florida-based exchange, describe how Availity is connecting health plans, providers and others, first in Florida and now in other states. Availity's system won the E-fusion Award in 2003. The company began in 2001 as a joint effort of a subsidiary of Blue Cross and Blue Shield of Florida, Inc. and Humana Inc.

Johnson and Shepse describe how the Availity system has adjusted to expanding beyond Florida, and particularly in how the company grew by quickly adapting to the requirements of the federal Health Insurance Portability and Accountability Act. The company aims to continue to expand throughout the U.S., and deeper into the healthcare market.

Johnson is one of the presenters at this year's E-Fusion Conference, set for Oct. 23-24 in Boston. The two-day conference focuses on developments in insurance technology, insurance issues and operations. Part of the conference involves finalists making presentations for the E-Fusion Awards. The awards, which are independently judged, seek to recognize innovative uses of insurance technology.

In conjunction with the conference, A.M. Best Co. has launched a new podcast series focused on insurance technology and the E-Fusion conference. The audio series covers technology developments, conference details and the E-Fusion awards. Each episode includes an interview with technology leaders associated with the E-Fusion conference.

Links to listen to and subscribe to the E-Fusion podcast are available at <http://feeds.feedburner.com/e-fusion2006>.

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#### **About Availity, L.L.C. – Patients. Not paperwork.®**

Availity optimizes the flow of information between health care professionals, health plans, and other health care stakeholders through a secure internet-based exchange. The Availity® Gateway encompasses administrative and clinical services, supports both real-time and batch transactions via the Web and electronic data interchange (EDI), and is HIPAA compliant. Availity is the recipient of several national and regional awards, including Consumer Directed Health Care, A.S.A.P. Alliance Innovation, eHealthcare Leadership, Northeast Florida Excellence in IT Leadership, E-Fusion, Emerging Technologies and Healthcare Innovations Excellence (TETHIE), and AstraZeneca-NMHCC Partnership. For more information, including an online demonstration of the Availity Gateway, visit [www.availity.com](http://www.availity.com) or call 1.800.AVAILITY (282.4548).