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## **Availity Gets Top Customer Ratings in '05 Says Porter**

**ATLANTA, February 1, 2006** - - Porter Research announced today that Florida-based Availity had garnered the highest customer satisfaction ratings of any client served during 2005. Porter Research is a lead generation and customer experience company providing programs proven to accelerate customer's revenues.

"We haven't seen a lot of healthcare companies in 2005 getting 90% plus customer satisfaction ratings like Availity has," says Bill Porter, Director of the Customer Experience Practice and Founder of Porter Research. "In fact, our annual average satisfaction rating over the last few years calculated for all companies has been well below Availity's ratings. What's even more impressive about Availity is that they have sustained 90% plus satisfaction ratings over each of the last three years."

"We've worked closely with Porter to evaluate and act upon the results from their ongoing customer experience research," states Availity Chief Executive Officer, Julie Klapstein. "Porter Research's level of commitment to providing quality research coupled with the thorough service they've consistently delivered has made them a staple in Availity's marketing and reporting endeavors. We look forward to continuing our relationship in 2006 and beyond."

### **About Availity**

Availity optimizes the flow of information between health care providers, health plans, and other health care stakeholders through a secure, collaborative Internet-based exchange. It is Availity's mission to remove administrative inefficiencies, reduce costs, and improve the patient experience in the health care system. Ultimately, Availity enables physicians and other health care professionals to focus on their patients instead of their paperwork. For additional information, call 1.800.AVAILITY (282.4548).

### **About Porter Research**

Since 1989, Porter Research has provided lead generation and customer loyalty & experience programs that drive development of predictable revenue for hundreds of healthcare industry companies including global customers such as IBM, Siemens, McKesson and Baxter. Porter Healthcare executives speak regularly at industry events such as the HIMSS Annual Meeting, have published articles in many industry journals including Health Management Technology and are active in other industry organizations like MGMA, AHIMA and HFMA. For more information on Porter, visit [www.porterresearch.com](http://www.porterresearch.com) or call 800-613-9143.