



Patients. Not paperwork.

Media Contact

Availity, L.L.C.

Tony Shepse

Marketing Coordinator

904.470.4984

Tony.Shepse@Availity.com



PREMATICS™

Media Contact

Prematics

Laura Rowe

PR Marketing Manager

240.744.1217

LRowe@Prematics.com

News Release

February 26, 2008

Availity Engages Prematics to Deploy Electronic Prescribing Solution *Initial Deployment Includes Physician Practices in Florida and Texas*

JACKSONVILLE, FL and BETHESDA, MD – Availity, L.L.C. and Prematics™ today announced an agreement to equip physician practices with a distinctive electronic prescribing service under Availity's private label, CarePrescribeSM. Prematics will deploy its technology and provide ongoing physician support on behalf of Availity and its joint ownership group, consisting of Blue Cross and Blue Shield of Florida, Humana, and Health Care Service Corporation, which operates the Blue Cross and Blue Shield plans in Illinois, New Mexico, Oklahoma, and Texas. Initial deployment will include markets in Florida and Texas.

A leading provider of e-health transaction services, Availity optimizes information between multiple health care stakeholders through a single, secure exchange on a regional basis. Administrative, clinical, and financial services are available through its secure online portal — the Availity[®] Health Information Network—enabling physicians and providers to remove administrative inefficiencies, reduce costs, and improve the patient experience.

Availity will add CarePrescribe to its existing suite of services available on the portal. As a result, participating physicians will have access to important patient-specific formulary, eligibility, and medication history at the point of care for all patients, regardless of coverage, as well as the ability to transmit prescriptions electronically to the patient's pharmacy of choice. Prematics will also provide eligible physicians with installation of dedicated wireless handheld devices and high-speed connectivity as well as training and support. All aspects of CarePrescribe will be provided at no cost to the physician practice. Both companies are finalizing details of the geographic deployment schedule.

"We are confident that Prematics has the capability to deliver significant value for our payer constituents and their providers," said Julie Klapstein, Availity chief executive officer. "The full-service deployment strategy makes it easier than ever for physicians to adopt electronic prescribing, and the continued, proactive support helps ensure usage over the long term. Availity is committed to making e-prescribing a success, as a critical function to improve patient care and enhance overall efficiency in our health care delivery system."

Prematics employs a unique "shared investment" approach to deployment of electronic prescribing. The company commits its own resources to cover the cost of market implementation and physician service – including all equipment, installation, training, and ongoing support. This approach eliminates longstanding barriers to adoption by alleviating cost and administrative technology burdens for physicians and payers alike.

“Prematics is pleased to be selected for this multi-state electronic prescribing initiative,” said Kevin Hutchinson, CEO for Prematics. “Availity is a company with deep expertise in service-based health care IT that recognizes the value and importance of providing high-quality physician support. Availity’s decision to engage Prematics’ shared investment deployment on behalf of multiple health plan clients signals our innovative approach has strong support in the payer community. We applaud Availity and its payer constituents for acknowledging this strategy’s real ability to transform the delivery of clinical information technology services in this country.”

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 exchange. The Availity Health Information Network encompasses administrative, financial, and clinical services and supports both real-time and batch transactions via the web, business to business (B2B) integration, and electronic data interchange (EDI). Availity is the recipient of several national and regional awards, including Consumer Directed Health care, A.S.A.P. Alliance Innovation, eHealth care Leadership, E-Fusion, Emerging Technologies and Health care Innovations for Excellence (TETHIE), and AstraZeneca-NMHCC Partnership. For more information, please visit www.availity.com

About Prematics

Prematics is an innovative health care information technology service provider committed to providing solutions for physicians that improve the safety, quality and efficiency of health care delivery. The company offers ScriptToneSM, the nation's first easy-to-use, fully managed electronic prescribing service designed for busy practicing physicians. This reliable and comprehensive service-centered solution is delivered over the company's proprietary end-to-end network. ScriptTone empowers physicians to make the most clinically appropriate and cost-effective prescriptions at the point of care. More information about Prematics can be found at www.prematics.com.

###