



## Contact

David Johnson

904.470.4910

david.johnson@availity.com

## News Release

February 28, 2005

### **Availity Receives 2005 A.S.A.P. Alliance Innovation Award**

*Award Presented by the Association of Strategic Alliance Professionals*

JACKSONVILLE, FL – Availity, L.L.C. was presented with the 2005 A.S.A.P. Alliance Innovation Award February 8, during the 7<sup>th</sup> annual Global Alliance Summit. The award honors entities that have displayed merit within their creation or management of strategic alliances. One of only four recipients of the 2005 Alliance Excellence Awards, Availity was recognized for demonstrating excellence in alliance management. Additional awards were presented to Blue Cross and Blue Shield of Florida (BCBSF), VeriSign, Inc., and Quintiles Transnational Corp.

The Association of Strategic Alliance Professionals (A.S.A.P.) Awards Committee consists of leading academics, thought leaders, consultants, and media representatives with extensive experience and insight into strategic alliances. Award recipients are companies that are exemplary -- serving as a model of effective management; innovative -- advancing the state of the art of alliance management; high-impact -- achieving business success through alliance management; and open -- willing to share experiences and best practices and willing to entertain outside groups in reasonable numbers.

William Lundberg, A.S.A.P.'s Founding President and Executive Director said, "Strategic alliances have become central to the strategies of most leading organizations today, including many top-ranking NASDAQ and NYSE-listed companies. The recipients of today's awards are those that are models of business success through the effective management of their strategic alliances."

Availity was established in 2001 as a joint venture between BCBSF and Humana, two long-time competitors and two of the largest commercial health insurers in Florida. The two companies worked together to create an evolutionary online transaction portal that enables physician offices, hospitals, and third party administrators to transact with multiple health insurance companies.

From the initial pilot set of only 400 physician offices in September 2001, the company now supports more than 12,000 Florida physician offices and all 208 Florida hospitals, which use the portal nearly every day. Other health plans have also joined the Availity network, including Aetna, CarePlus, CIGNA, Florida Hospital Healthcare System, and Vista Healthplan. By acting as a neutral information exchange with several health care stakeholders, Availity has effectively streamlined administrative workflow, reduced costs, and ultimately improved the patient experience in the Florida health care system.

"This is a testament to the benefits that can be achieved from alliances between competitors and market leaders in a region," said Julie Klapstein, CEO of Availity. "It is Availity's intention to replicate this same model to benefit health care stakeholders in other key geographies as well."

#### **About Availity – Patients. Not paperwork.®**

Availity optimizes the flow of information between health care providers, health plans, and other health care stakeholders through a secure Internet-based exchange. The Availity® Gateway supports both real-time web and batch electronic data interchange (EDI) transactions, is committed to complying with HIPAA regulations, and has proven to be fast and efficient. Availity is the recipient of the 2004 ITFlorida Excellence in IT Leadership for NE Florida Award, 2003 and 2004 eHealthcare Leadership Awards, the 2003 E-Fusion Award, the 2003 TETHIE Award, and the 2003 AstraZeneca-NMHCC Partnership Award. 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).