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## News Release

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### **Availity Receives 2005 Consumer Directed Health Care Award** *Award Presented for Best Web Site Facilitating Patient Relationship Management*

JACKSONVILLE, FL – Availity, L.L.C. was awarded second place for the 2005 Best Web Site Facilitating Patient Relationship Management on May 5, during the Consumer Directed Health Care Conference in Chicago. The Consumer Directed Health Care (CDHC) Awards are designed to recognize those companies, non-profits, organizations, foundations, government agencies, and academic entities for their excellence and advancement in programs, services, and products that enhance the consumer's ability to manage their health care expenditures and enhance health care quality.

A panel of judges, which included leaders from various sectors of the health care industry, evaluated award entries based on the effectiveness and success of their programs to help improve the quality and delivery of consumer directed health care. Using a ten-point scale, those companies that consistently scored seven or higher across all judges were selected as award recipients.

"The 2005 CDHC Awards were given to those health plans, providers, and employers that have successfully implemented initiatives and programs to improve the quality of consumer directed health care," stated Skip Brickley, Managing Director, The Consumer Directed Health Care Conference & The National Health, Wellness, and Prevention Congress. "The CDHC awards faculty and judges proudly awarded Availity, L.L.C. for their Availity® Gateway web portal which successfully creates a safe, efficient, and inexpensive means for providers to conduct their daily transactions with payers. We are pleased to honor Availity with an award for their effort to improve consumer directed health care communication and patient relationship management."

Availity was established in 2001 as a joint venture between Blue Cross and Blue Shield of Florida (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 plans. The company now supports more than 12,000 Florida physician offices, all 208 Florida hospitals, and several additional health plans.

"Availity's real-time information exchange in the Florida market has enabled providers and patients alike to make more informed decisions at the point of care," said Julie Klapstein, CEO of Availity. "This instantaneous information delivery via the Web will make the transition to consumer directed health plans quicker and more painless for the health care community in general."

#### **About the Consumer Directed Health Care Conference (CDHCC)**

The CDHCC is the premier conference bringing together all of the stakeholders of the consumer-driven health care industry, including employers, providers, health plans, pharmaceutical companies, and technology solution providers. For more information, please visit [www.cdhcc.com](http://www.cdhcc.com).

#### **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 real-time and batch administrative and clinical solutions, is committed to complying with HIPAA regulations, and has proven to be fast and efficient. Availity is the recipient of several national awards, including the A.S.A.P. Alliance Innovation Award and the E-Fusion Award. For more information, including an online demonstration of the Availity® Gateway, visit [www.availity.com](http://www.availity.com) or call 800.AVAILITY (282.4548).