



N e w s R e l e a s e

For Immediate Release
October 21, 2002

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Medifax EDI Integrates with Availity Gateway

JACKSONVILLE, FL – Availity, L.L.C., an independent company formed as a joint venture between Navigy, Inc., a subsidiary of Blue Cross and Blue Shield of Florida (BCBSF), and HUM-e-FL, Inc., a subsidiary of Humana Inc. (NYSE: HUM), has integrated the Availity Gateway with Medifax EDI to facilitate the seamless interchange of patient eligibility and benefits information. Medifax-EDI, Inc. is the leading healthcare transaction processing company in the United States, processing over 13 million transactions monthly.

Availity and Medifax EDI, through similar visions for enhanced patient care, are poised to deliver administrative cost savings on an unprecedented scale. Through this integration, Availity leverages the ability to process “batched” groups of transactions to BCBSF and Humana back-end systems for reconciliation. Medifax EDI customers are thereby able to access BCBSF and Humana patients’ eligibility and benefits much faster than ever before, and will enjoy the advantages of Availity’s relationships with these plans. Availity’s unique systems architecture, which utilizes a tightly-coupled Secure Socket Layer (SSL), also supports compliance with the Health Insurance Portability and Accountability Act of 1996 (HIPAA).

“Medifax, in our effort to provide superior payer connectivity to provider customers, is very excited about our partnership with Availity,” according to George I. Lazenby, IV, Chief Operating Officer of Medifax EDI Medical Services Division. “Combined with our EDI products, this streamlines access to critical patient information needed by our Florida providers.”

Medifax EDI offers a number of eligibility verification solutions including Point-of-Service terminals, Windows-based applications, Internet applications, LAN/WAN-based systems, as well as integrated solutions. Through the integration with the Availity Gateway, health care professionals will know – before services are rendered – if patients are eligible under BCBSF and Humana, what their benefits packages are, and what their copay amounts are. This combats the industry’s largest barrier to reimbursement – ineligibility – which accounts for 35% of all claim denials.

About Availity

Availity is an independent company that optimizes the flow of information between Florida health care providers, health plans, and other health care stakeholders through a secure Internet-based exchange. The Availity Gateway offers a common user interface and a single login, is dedicated to being HIPAA compliant, and has proven to be fast and efficient. Availity health plan transactions are free to providers and include eligibility and benefits inquiries, authorization and referral submissions and inquiries, and claims submissions and status inquiries. Value-added services include an online credentialing data repository, also free to providers, as well as online prescription refill authorizations supported by over

80% of Florida pharmacies. For more information, including an online demonstration of the Availity Gateway, or to register to use Availity, please visit www.availity.com or call 1.800.AVAILITY (282.4548).

About Medifax-EDI, Inc.

Medifax EDI is the leading provider of medical eligibility transaction services in the United States, processing more than 150 million Medicaid, Medicare, and Commercial transactions per year for more than 130,000 healthcare providers. Medifax-EDI, Inc. has two primary divisions. The Medical Services Division provides crucial patient eligibility information, electronic claims processing, practice management systems, and other financial services. The Pharmacy Services Division specializes in developing services that will respond to the ever-changing world of retail pharmacy. Through innovative products and services, Medifax EDI will enable providers to improve cash flow, integrate healthcare information, reduce costs, and improve productivity.