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**For Immediate Release**

## **MEDai Wins Coveted KDD Cup For Predictive Modeling – Orlando Technology Firm Places First in the World of Predictive Modeling –**

**Orlando, Fla. (August 23, 2004)** – MEDai, an Orlando-based firm, that assists healthcare organizations in improving care by identifying high-risk patients, announced today that it has won first place in the prestigious international KDD Cup 2004 competition. This is MEDai's fourth year competing in the ACM KDD competition and second consecutive year placing first. The company has always placed in the top four. It's an important victory for the company, which applies predictive modeling techniques to advancing healthcare delivery and improving patient outcomes. The Association for Computing Machinery's Knowledge Discovery and Data Mining (ACM KDD) officially presented MEDai with the award on Sunday, August 22, 2004 at the KDD Conference in Seattle, WA.

The KDD Cup is the most rigorous competition in the field of predictive technology and data mining with participants from all over the world competing to showcase their capabilities. The competition is open to all industries and hundreds of individuals from around the world participated. MEDai takes home first place honors this year after winning first place in 2003 and consistently placing among the top four in each of the previous two years; clearly marking their status as a market leader in the field of predictive modeling.

MEDai's philosophy is to provide healthcare leaders with "*What they need to know, When they need to know it.*" MEDai's award-winning predictive technology is the foundation for their Risk Navigator *Clinical*<sup>™</sup>. Risk Navigator *Clinical* accurately identifies high-risk members where there is the greatest opportunity to impact cost and quality of care. Their prediction engine uses the right combination of linear and non-linear models to correctly "fit" the characteristics of an organizations population. The result is improved accuracy that can be traced right to the bottom line through improved management, more focused programs and better resource allocation.

"Healthplans, employers, and disease management organizations are realizing that predictive modeling is essential when addressing the pressures of managing their populations, providing quality healthcare, and reducing costs," said Steve Epstein, President and CEO of MEDai, Inc. "MEDai's technology, with its ability to provide the most accurate predictions at an individual member level provides a huge advantage to the healthcare industry," he added.

### **About MEDai**

MEDai, Inc. is a leading health information company offering award-winning solutions for the improvement of healthcare delivery. Utilizing cutting edge technology, payors are able to predict patients at risk, identify cost drivers for their high-risk population, predict future health plan costs, evaluate patient patterns over time, and improve outcomes. For more information about MEDai visit [www.medai.com](http://www.medai.com).

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