



News Release

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MEDai Responds to Market Need for Current Data with Near-Real-Time Evidence-Based Guideline Reporting

- Stand-Alone Customizable Module to be Unveiled at 2008 DMAA Forum -

Orlando, Florida – (August 15, 2008) MEDai, Inc., headquartered in Orlando, FL, a leading provider of advanced solutions for healthcare that utilize award-winning predictive analytics to offer a robust suite of predictive modeling solutions, announced today that it will be unveiling new capabilities within its product suite that will allow clients to modify existing MEDai evidence-based guidelines. Those guidelines are based on standards set by organizations like NCQA and AQS, create their own customized guidelines for monitoring and reporting, and finally allow near-real-time updates.

MEDai's suite of predictive modeling solutions addresses the needs of health plans, employers, physicians, underwriters, and actuaries. The new stand-alone module, Risk Navigator *Guidelines*[™], was designed to meet the needs of users managing quality of care through guideline-compliance reporting. This new module provides clients with flexibility and control over the types of guidelines monitored and frequency of their updates, allowing for near-real-time compliance revision.

"MEDai is very excited about this new capability," said Swati Abbott, President of MEDai. "Monitoring a member's compliance to evidence-based medicine guidelines is a crucial part of care management initiatives," she added. "Risk Navigator *Guidelines* gives stakeholders the ability to add, delete, and modify guidelines to accommodate their specific programs, providing them with the most accurate up-to-date information about their population."

About MEDai

MEDai, Inc. is a leading health information company offering award-winning solutions for improvement of healthcare delivery. Utilizing cutting-edge technology, payors and care management organizations are able to predict patients at risk, identify cost drivers for their high-risk population, forecast future health plan costs, evaluate patient patterns over time, and improve outcomes. For more information on MEDai, visit www.medai.com. Its parent company, Elsevier (www.elsevier.com), is a world-leading publisher of scientific, technical and medical information products and services with more than 7,000 employees in over 70 offices across 24 countries.

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