



News Release

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Leading Health Plan Shares How MEDai Has Impacted Its Underwriting and Care Management Workflow

Orlando, Florida – (August 26, 2008) MEDai, Inc., headquartered in Orlando, FL, a leading provider of advanced solutions for healthcare that utilize award-winning predictive analytics, announced today that one of its leading health plan clients will be presenting at the Blue Cross and Blue Shield Association 2008 National Finance, Actuarial & Underwriting Conference, September 7-10 in Scottsdale, AZ. The presentation will focus on how the health plan has integrated MEDai's Risk Navigator *Clinical*[®] application into its existing underwriting processes and how it has helped the organization bridge the gap between underwriting and care management.

“Traditionally, Risk Navigator *Clinical* was used strictly for care management related efforts. This presentation, however, is a perfect example of how an organization can leverage the vast amount of data found within MEDai's patient-centric database to bridge gaps between multiple departments,” said Swati Abbott, President of MEDai. “Clients are beginning to think outside the box in terms of maximizing the benefits that predictive analytics provide,” she added.

For more than a decade, MEDai's Risk Navigator *Clinical* has accurately identified prospective high- risk patients to help its clients improve member health and quality of care while controlling cost. Risk Navigator *Clinical* also predicts inpatient stays; ER visits, pharmacy costs, and provides chronic and acute cost avoidance scores in addition to analyzing evidence-based guideline medicine compliance. These predictions allow care management efforts to focus on members whose costs can be reduced through early intervention.

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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