



# News Release

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## **MEDai Addresses the Needs of Chronic Disease Management**

**Orlando, Florida – (September 25, 2007)** MEDai, Inc., a leading provider of business intelligence solutions that combine predictive analytics with data mining for the healthcare industry, is making a significant impact in the world of chronic disease management.

“MEDai understands that chronic disease management requires accurate stratification of high-impact members in order to realize savings potential,” explains Swati Abbott, President of MEDai. “All members with a chronic disease may not require a high-touch, intensive management program,” she added.

MEDai has created two indices that help manage members with chronic diseases. The *Acute* and *Chronic Impact* indices provide users with the predictive modeling power that will bring about significant cost savings through management of select members. These indices provide customers with a powerful mechanism for maximizing their return on investment through MEDai’s Risk Navigator *Clinical*<sup>™</sup> application.

The *Chronic Impact* model focuses on the evaluation of patterns in an organization’s data around evidence-based medicine (EBM) guidelines. Each condition is supported by a series of clinical guidelines conforming to the clinical measures defined by nationally-recognized organizations such as HEDIS, AQA, and PVRP. The model tracks individual compliance with these defined guidelines and more importantly identifies which members, educated to follow the guidelines, provide the greatest savings potential.

The *Acute Impact* takes a different approach by predicting which members will experience high-cost care delivered in a hospital or acute care setting. The higher the index score, the greater the potential for savings by avoiding inpatient days or ER visits through intervention by the appropriate care management program.

“Our goal is to not only to identify those members who are noncompliant, but to help our clients understand the savings potential behind their noncompliance,” Abbott concluded.

### **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 and care management organizations are able to forecast 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](http://www.medai.com).