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## To Save Payors Time, Effort and Resources, MEDai and Gold Standard Collaborate on New CMS Medication Therapy Management Initiative

*MTM 360 introduced as solution for meeting CMS's MTMP 2010 requirements, helping advance patient care and improve financial and clinical outcomes*

**Orlando, Florida (July 09, 2009)** – MEDai, Inc. and Gold Standard, Inc., two Elsevier companies, introduced today **MTM 360**, a complete medication therapy management (MTM) system that enables health plans, benefit sponsors and other payors to successfully meet CMS's expanded MTM Program requirements for 2010 and beyond for their Medicare Part D business – from enrollment guidelines, medication reviews and interventions, to reporting and outcomes measurement. **MTM 360** combines the power of MEDai's Risk Navigator *Guidelines*<sup>TM</sup> and Gold Standard's *MTM Exchange*.

MEDai's Risk Navigator *Guidelines* incorporates more than 140 best practice guidelines developed by organizations like NCQA, AHRQ, PQA and others. This robust solution offers numerous advantages for Part D benefit sponsors, including the ability to:

- modify or create guidelines to identify members for MTM program participation
- manage enrollment of targeted beneficiaries per CMS requirements
- monitor the medication compliance and gaps in therapy for members
- deliver relevant information to the point of care

"The MEDai solution supports health plans as they work to enhance care quality and safety and control avoidable medical expenses," said Swati Abbott, president of MEDai. "Risk Navigator Guidelines allows health plans to identify, stratify and monitor a patient population in real-time. Using this solution will be indispensable in improving outcomes in health and the business of health."

Gold Standard's contribution to **MTM 360** is *MTM Exchange*, which supplies customizable documentation and reporting of MTM services, as well as patient and provider communication. Users can:

- perform comprehensive and targeted medication reviews
- record consultations and interventions with patients and prescribers
- view historical MTM and chart reviews for each member
- assign and track follow-up actions to ensure continuity of care
- create on-demand reports per CMS Part D requirements

"Gold Standard's *MTM Exchange* will empower payors and plan sponsors to capture critical data, turn that data into meaningful results, and deliver required reports," said Marianne Messer, Vice President, Gold Standard Pharmacy Solutions. "Our solution effectively handles the MTM administrative processes and requirements so our clients can focus on their primary goal – advancing patient care and improving financial and clinical outcomes."

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**About MEDai**

Based in Orlando, FL, MEDai, Inc. is a subsidiary of Elsevier, a world-leading publisher of scientific, technical and medical information products and services. For more than a decade, MEDai has been offering award-winning solutions for the 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](http://www.medai.com).

**About Gold Standard**

Based in Tampa, FL, Gold Standard/ELSEVIER uses innovative technologies to provide a complete suite of drug information and decision support solutions. With a tenacious commitment to product quality, Gold Standard/ELSEVIER solutions empower healthcare organizations, professionals and consumers to meet the most pressing healthcare challenges, improve patient safety and ensure optimal outcomes. To learn more about Gold Standard/ELSEVIER, visit [www.goldstandard.com](http://www.goldstandard.com).

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