



News Release

For More Information Contact:

Lizzy Feliciano, MBA

Manager

Marketing & Communications

MEDai, Inc.

(800) 446-3324

MEDai Focuses on the Financial Impact of Not Adhering to Medical Guidelines

Orlando, Florida – (October 31, 2007) MEDai, Inc., a leading provider of business intelligence solutions that combine predictive analytics with data mining for the healthcare industry, helps payor entities understand the financial impact of members who do not comply to treatment guidelines.

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 and pharmacy costs, and provides chronic and acute cost avoidance scores. These predictions allow clients to focus time and efforts on areas of high impact. "MEDai's solutions help care managers better administer the health of their population by identifying individuals that could provide significant savings by managing future utilization or by adhering to evidenced-based care guidelines," said Swati Abbott, president of MEDai.

Specifically, Risk Navigator *Clinical*'s 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 CMS. The model identifies specific diseases and guidelines that if not managed can result in high future costs.

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.