



News Release

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MEDai Technology Identifies Prescription Drug Misuse

Orlando, Florida – (July 2, 2008) MEDai, Inc., headquartered in Orlando, FL, is a leading provider of advanced solutions for healthcare that utilize award-winning predictive analytics to offer a robust suite of predictive modeling solutions that address the needs of health plans, employers, physicians, underwriters and actuaries. Risk Navigator *Clinical*®, provides several reports that focus on the identification of potential misuse of prescription drugs, a subject that has quickly climbed to the top of the concerns list for those in the payer space.

“Pharmacy costs are increasing at an alarming rate and stakeholders are searching for ways to reduce their costs without sacrificing the quality of care being delivered,” said Swati Abbott, President of MEDai. “It was apparent to us that as an information broker, gathering and processing data from various healthcare sources, we were in a position to help our clients address this very real concern,” she added. “With a fewclicks clients can identify those individuals receiving large quantities of narcotics or who may be attempting to hide excessive controlled substance abuse by obtaining drugs from multiple physicians,”she concluded.

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 be focused on members whose costs can be impacted through early intervention.

About MEDai

MEDai, Inc. is a subsidiary of Elsevier a world-leading publisher of scientific, technical and medical nformation 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, payers 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.

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