



News Release

Sharp HealthCare Selects MEDai's Pinpoint *Review*™ to Prevent Readmissions

Baldrige Award Winner Builds on Results of Pinpoint Quality®/Pinpoint Compliance®

Orlando, Florida—October 14, 2009 — MEDai, Inc., an Elsevier company and leading provider of advanced healthcare solutions including hospital outcomes analysis and award-winning predictive analytics, has announced that Sharp HealthCare, a 1,700-bed, seven-facility system serving the San Diego area, has selected the company's Pinpoint *Review* product. The solution is designed to alert providers to patients at risk for developing hospital acquired conditions or at risk for readmission.

Sharp will use Pinpoint *Review* to support quality improvement and *The Sharp Experience*, a sweeping performance improvement initiative launched in 2001. Pinpoint *Review* will provide Sharp with near-time triggers for core measures, hospital/system-wide surveillance of safety risks, physician performance reporting and forecasts of readmissions.

"Sharp's selection of Pinpoint *Review* is based on our personal experience with the prebuilt measures of clinical performance and ease of use found within two other MEDai tools, Pinpoint *Quality* and Pinpoint *Compliance*," said Nancy G. Pratt, RN, MS, Sharp's Senior Vice-President of Clinical Effectiveness. "Collectively, these tools offer Sharp near-time access to clinical data for performance improvement, while Pinpoint *Review*, in particular, addresses readmissions and new and emerging clinical measures of care."

For the past 9 years, Sharp has relied on MEDai's Pinpoint *Quality* to reduce urinary tract infection rates, reduce blood utilization, and monitor quality outcomes across diseases. MEDai's solutions also assisted Sharp in being recognized with the coveted Malcolm Baldrige National Quality Award in 2007.

"MEDai is pleased that Sharp has selected Pinpoint *Review* to focus on the likelihood of its patients developing complications or requiring readmission," said Swati Abbott, President of MEDai. "Sharp is taking an important step in preventing situations that can increase mortality rates, boost healthcare costs, compromise patient care quality and safety, and result in lower reimbursement."

Pinpoint *Review* is the latest addition to a suite of MEDai-developed tools, which includes Pinpoint *Quality* and Pinpoint *Compliance*. Pinpoint *Quality*'s retrospective analysis helps hospitals and physicians identify areas for improvement, facilitating improved performance, outcomes, patient satisfaction, efficiency and cost savings. Pinpoint *Compliance* provides a time-saving, Web-based solution for organizations to

collect, report and submit data to The Joint Commission and other regulatory agencies, allowing hospitals to participate in accreditation, quality improvement and compliance initiatives. Pinpoint *Review* adds real-time decision support, including the application of alerts and predictive models to patient data while patients are still in the hospital.

About Sharp HealthCare

Sharp HealthCare, a not-for-profit integrated regional health care delivery system based in San Diego, includes four acute-care hospitals, three specialty hospitals and two medical groups: Sharp Rees-Stealy and Sharp Community Medical Group. Sharp was named a recipient of the 2007 Malcolm Baldrige National Quality Award and was the first health care system to be named a gold-level award recipient by the California Council for Excellence (CCE) for the California Awards for Performance Excellence (CAPE) program, the state-level affiliate of the Baldrige Award, in 2006.

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 <http://www.medai.com>. Its parent company, Elsevier 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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