



## PRESS RELEASE

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### ELSEVIER ACQUIRES MEDai, LEADING PROVIDER OF HEALTHCARE PREDICTIVE ANALYTICS AND DATA MINING SOLUTIONS

Payers and providers benefit from quality performance analytics and evidence-based content that enhance patient care and cost management

Philadelphia, PA January 16, 2008 – Elsevier, the world’s leading publisher of science and health information, announced today the acquisition of MEDai Inc., a predictive analytics company that analyzes healthcare claims and improves the delivery of healthcare for payers and providers.

“MEDai’s predictive analytics and data mining solutions combined with Elsevier’s existing evidence and experienced-based medical content, will enable Elsevier to provide integrated clinical decision support (CDS) solutions to improve performance and patient care and support quality and cost improvement. This integrated solution will be valuable to multiple constituents, cutting through what has been a fragmented process at many healthcare facilities,” said Randy Charles, Executive Vice President, Elsevier Health Sciences Clinical Solutions Group.

Based in Orlando, Florida, MEDai has solutions that include severity adjustment (determining the severity of a disease and its affect on the patient’s outcome through the analysis of relevant data), benchmarking and evidence-based care processes. Payers and care management organizations use MEDai to predict patients at risk, identify cost drivers for high-risk populations, forecast future health plan costs, evaluate patient patterns over time and improve outcomes.

“This alliance brings together two very different organizations with similar missions,” said Steve Epstein, MEDai CEO and Co-founder. “For more than a decade MEDai’s predictive analytics has helped healthcare organizations gain greater insight on how to improve quality of care through best of breed data analysis and information sharing. Together, with Elsevier’s world leading clinical content we have unlimited opportunities to impact the world of healthcare on multiple fronts.”

The MEDai acquisition will provide Elsevier with an expanded customer base of large health insurance companies, providing an important distribution channel for Elsevier’s payer/provider and e-clinical decision support solutions.

“MEDai is a good strategic fit with Elsevier’s mission to improve outcomes in health and in the business of health,” said Brian Nairn, CEO of Elsevier Health Sciences. “Combined with Elsevier’s 2006 acquisition of Informed Decisions, a Gold Standard Inc. company, Elsevier’s acquisition of MEDai expands its role on the payer side of the healthcare equation, while enhancing the development and delivery of reliable content on the provider side with Elsevier’s more than 600 medical journal titles and electronic CDS products, such as MD Consult, Nursing Consult and Procedures Consult.”

Terms of the arrangement are not being disclosed.

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### **About Elsevier**

Elsevier is a world-leading publisher of scientific, technical and medical information products and services. Working in partnership with the global science and health communities, Elsevier's 7,000 employees in over 70 offices worldwide publish more than 2,000 journals and 1,900 new books per year, in addition to offering a suite of innovative electronic products, such as Science Direct (<http://www.sciencedirect.com/>), MDCConsult (<http://www.mdconsult.com/>), Nursing Consult (<http://www.nursingconsult.com/>) Scopus (<http://www.info.scopus.com/>), bibliographic databases, and online reference works.

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### **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 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).