



News Release

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Novant Health Rolls Out MEDai's Predictive Modeling Solution To Nine Hospitals In Three States

*MEDai's Pinpoint Review clinical surveillance system will help Novant hospitals
ensure patient safety and quality, safeguard hospital reimbursement*

ORLANDO, FL – Sept. 14, 2009 – MEDai, Inc., an Elsevier company and leading provider of advanced solutions for healthcare that utilize award-winning predictive analytics, announced today that Novant Health, a not-for-profit integrated group of hospitals and physician practices, will roll out MEDai's **Pinpoint Review™** to its nine hospitals in North Carolina, Virginia and South Carolina.

Pinpoint *Review* is a patient-specific early-warning system for hospitals that generates predictions for acute-care patients, focusing on the likelihood of a patient developing a complication, like decubitus ulcers, or at risk for being readmitted. Such events increase hospital mortality rates, boost healthcare costs, compromise patient care quality and safety, and result in lower government reimbursement to hospitals. Pinpoint *Review provides real-time predictions utilizing MEDai's superior modeling methodology to* alert care providers to patients at risk for developing several of the conditions that the Centers for Medicare and Medicaid Services (CMS) no longer reimburse, called "never or non reimbursable events," which can cost hospitals millions of dollars. The Joint Commission on Accreditation of Healthcare Organizations consistently encourages hospitals to deliver a higher quality of care and fewer medical errors.

"With Pinpoint *Review*, we can identify and manage specific populations with greater efficiency and effectiveness – while patients are still in the hospital and while we still have time to adjust their care," said James Lederer, M.D., Medical Director of Clinical Improvement, Novant. "By leveraging these analytics, we can proactively identify key conditions that help us improve care and reduce inefficiencies."

"Pinpoint *Review* leverages the same predictive analytics our payor clients have benefited from for more than a decade" said Swati Abbott, President and CEO of MEDai. "The accuracy of our predictions wrapped in clinical business intelligence provides hospitals with the ability to see into the future and truly mitigate risk resulting in better quality of care delivery and patient satisfaction."

Pinpoint *Review* is the latest addition to a complete suite of MEDai-developed tools, which includes **Pinpoint Quality®** and **Pinpoint Compliance®**. Pinpoint *Quality* provides robust retrospective analysis that helps hospitals and physicians quickly identify areas for improvement, making it possible for clinicians to improve performance, outcomes, patient satisfaction, efficiency and cost savings. Pinpoint *Compliance* provides a simple, 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 initiatives related to accreditation, quality improvement and compliance. Pinpoint *Review* expands the

suite by adding the element of real-time decision support, including the application of alerts and predictive models to patient data while patients are still in the hospital.

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About Novant Health

Novant Health is a not-for-profit integrated group of hospitals and physician practices, caring for patients and communities in North Carolina, Virginia and South Carolina. The Novant Medical Group consists of 1,097 physicians in 372 practice locations. Hospital affiliates include Presbyterian Hospital, Presbyterian Orthopaedic Hospital, Presbyterian Hospital Matthews and Presbyterian Hospital Huntersville in the Charlotte area; Forsyth Medical Center and Medical Park Hospital in Winston-Salem; Thomasville Medical Center in Thomasville, Brunswick Community Hospital in Supply; and Rowan Regional Medical Center in Salisbury. Other Novant facilities and programs include nursing homes, outpatient surgery centers, medical plazas, rehabilitation programs, community health outreach programs and the national MedQuest organization with 103 imaging centers in 13 states. Novant Health is ranked 12th nationally among the 2009 Top 100 Integrated Healthcare Networks, according to an analysis by the SDI health informatics company.

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 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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