



# News Release

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## **Predictive Modeling Turns Good Intentions into Measurable Results**

**Orlando, Florida – (April 11, 2007)** MEDai, Inc., headquartered in Orlando, FL, a leading provider of advanced solutions for healthcare that utilize award-winning predictive modeling technology will present a case study focused on the success of a leading health plan utilizing its predictive modeling solution Risk Navigator *Clinical*™. The presentation will be given at the upcoming Predictive Modeling Applications conference sponsored by The Society of Actuaries (SOA) and Disease Management Association of America (DMAA) on April 19-20, 2007 in Orlando, FL.

*Predictive Modeling: Turning Good Intentions into Measurable Results*, will take the audience through a case study detailing how a leading health plan was able to implement MEDai's predictive modeling solution and impact their care and disease management efforts. Utilizing Risk Navigator Clinical the health plan was able to realize positive results from both quality and financial perspectives.

For more than a decade, MEDai's predictive modeling application Risk Navigator *Clinical* has accurately forecasted prospective high-risk patients to improve patients' health and quality of care while controlling cost. The advantage of MEDai's prediction engine is its use of the right combination of linear and non-linear models to correctly fit the characteristics of the client's population. The accuracy of MEDai's predictive accuracy is evidenced by its performance in prestigious international competitions like the Association for Computing Machinery's Knowledge Discovery and Data Mining (ACM KDD) Cup and the German Classification Society competition, also known as the GFKL. As part of its predictive modeling suite MEDai also offers solutions that engage physicians and assist in improving underwriting accuracy and increasing group retention.

### **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).

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