



## News Release

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### **MEDai Demonstrates the Value of Implementing Predictive Analytics**

**Orlando, Florida – (May 2, 2008)** MEDai, Inc., headquartered in Orlando, FL, a leading provider of advanced solutions for healthcare that utilize award-winning predictive analytics, has consistently grown its book of business over the past decade. MEDai offers a robust suite of predictive modeling solutions that address the needs of health plans, employers, physicians, underwriters and actuaries. These solutions have been implemented in multiple organizations effectively and efficiently; enhancing disease and care management programs as well as underwriting and actuarial processes.

“MEDai offers a unique set of business intelligence solutions that utilize predictive analytics. Our solutions can be leveraged across multiple departments within an organization,” said Swati Abbott, President of MEDai. “Our implementation approach focuses on developing workflow integration between our solution and an organization’s IT systems, clinical initiatives, and department needs. Our clients are able to realize significant returns on their investment because of our ability to implement and integrate seamlessly,” she added. MEDai’s approach has resulted in high client retention and satisfaction. Each implementation begins with a thorough needs analysis after which customized work plans are created to fit the client’s needs and expectations. MEDai’s outstanding account management and implementation, along with its award-winning predictive modeling technology, has positioned MEDai as the industry leader.

#### **About MEDai**

MEDai, Inc. is a subsidiary of Elsevier a world-leading publisher of scientific, technical and medical Information 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](http://www.medai.com).