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**Leading Healthcare Organizations Share Successes Realized  
with MEDai's Predictive Analytics**  
*- MEDai Clients Present at the 6<sup>th</sup> Annual New Innovations & Applications  
in Predictive Modeling Conference -*

**Orlando, Florida – (March 16, 2009)** MEDai, Inc., headquartered in Orlando, FL, and a leading provider of advanced solutions for healthcare that utilize award-winning predictive analytics, announced today that several of its clients will be presenting the benefits and successes they have realized from utilizing MEDai's suite of predictive analytic solutions. The presentations, taking place during World Research Group's 6<sup>th</sup> Annual New Innovations & Applications in Predictive Modeling Conference in Las Vegas, NV, March 25-26, 2009, will provide insight on how payors can maximize and improve resource allocation, improve the impact of care management efforts, and more effectively engage members and physicians in the healthcare delivery process.

MEDai's suite of predictive analytic solutions is designed to meet the needs of multiple constituents. This is evidenced by the wide spectrum of clients presenting on MEDai's behalf. Novant Health will share how MEDai's predictive solutions can be applied in the outpatient care environment to allow physicians to access health plan data in real-time for support in evaluating and managing high-risk patients within their practices and in acute care settings. Another client, Sentara Healthcare, will share how they have successfully identified their employer clients' pain points and provided specific reporting and analysis to improve the overall health plan-employer communication process. Finally, during a 3-hour workshop, several other clients will team together to discuss demonstrable ROI, realized through the use of this technology, and innovative concepts to help employers and health plans gain control over rising health plan benefit costs.

"Limited resources require effective allocation and management, and while there is plenty of disparate data available to help with this, many stakeholders do not have the analytical tools that bring that data together and generate accurate, actionable insights," said Swati Abbott, president of MEDai. "MEDai's focus has always and continues to be, creating clinically-focused solutions that provide key information in a timely manner such that everyone involved in the healthcare delivery process can be positively impacted."

**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, 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).