

## FOR IMMEDIATE RELEASE

### 11 OC Healthcare Companies Achieve Semi-Finalist Status for ABL ABBY Awards

#### 10<sup>th</sup> Annual *Innovations in Healthcare*<sup>SM</sup> Awards Event to be held April 23, 2008

Orange, CA, January 23, 2008... Eleven Orange County companies have been selected as Semi-Finalists for the 2008 ABBY Awards, to be presented at the 10th Annual *Innovations in Healthcare*<sup>SM</sup> Awards Event, on April 23, 2008, hosted by the Adaptive Business Leaders (ABL) Organization. These awards honor innovative companies from throughout the country, who have *proven* ways to lower the cost of providing quality healthcare through their medical or information technology, or innovative approaches to the delivery of healthcare.

The criteria for the 10th Annual ABBY Awards competition is particularly demanding: each of the Semi-Finalists in the categories of medical/biotech/diagnostic technology, healthcare information or telecom technology, and approach to the *delivery* of healthcare must have demonstrated that they are:

- innovative
- approved for use in the U.S. marketplace
- have *clinical and financial* metrics that *prove* their technology or approach reduces the cost of providing quality healthcare

"This year's national ABBY competition drew entries from ten states and the District of Columbia, resulting in the selection of 46 Semi-Finalists," noted ABL's President Mimi Grant. "This truly is a significant accomplishment for these companies, since each of them survived this first hurdle - when literally thousands of healthcare and life science companies would not even qualify to be nominated for an ABBY, and over 40 additional nominees were disqualified for not responding with proof of meeting *all three* of the criteria."

The next step "on the road to the ABBY" will occur on January 30, when each of the Semi-Finalists will be "presented" and discussed by their "Champions," a group of leaders of healthcare service, information and medical technology firms, who will make the difficult decision of selecting just three Finalists in each of the three ABBY Award categories. These nine Finalists will then present before a live audience at the 10th Annual *Innovations in Healthcare*<sup>SM</sup> Awards Event, which will take place at the Westin South Coast Plaza, in Costa Mesa, on April 23. Based on each Finalist's live presentation of the significance of their healthcare innovation, the audience, composed of senior healthcare and life science executives, will determine the three winners who will take home their ABBY Awards.

#### **Nominated in the Innovative Approaches to the Delivery of Healthcare category:**

**CareMore Health Plan**, of Cerritos, and IDEAL LIFE® have partnered to create an innovative approach to the treatment of hypertension which has produced markedly improved outcomes in patients with the condition.

#### **Nominated in the Innovations in Healthcare Information Technology and Telecommunications Technology category:**

**The CERECONS division of Unlimited Innovations Inc.**, of Anaheim Hills, offers software-as-a-service for physician network management that allows all care-chain participants to connect and collaborate on patient health, improving efficiency and reducing cost and time.

**Dynamic Healthcare Systems, Inc.**, of Irvine, offers healthcare IT products and services that can be delivered individually or combined to create comprehensive solutions. The company is focused on bringing Fortune 500 quality services to middle market companies serving the Medicare population.

**flexSCAN, Inc.**, of Mission Viejo, offers a patent-pending and proprietary program, wellness360™, that rewards employees for managing their health and wellness and for using the company's online personal health records system and other services. The program simultaneously remunerates employers for endorsing and supporting the program.

**Medsphere Systems Corporation**, of Aliso Viejo, automates the patient care process for care facilities via rapid deployment and support of OpenVista, the first commercially deployed, subscription-based, open source application for management of the clinical care cycle, based on the successfully proven VA's VistA model.

**NetChemistry Inc.**, of Newport Beach, specializes in Web-based information enrollment, distribution and tracking systems comprised of secure, scalable software modules that can be rapidly customized to fit the different parameters of each client's offering. The modules are designed to improve customer relationships, resulting in efficiency, convenience and reduced liability.

**Nominated in the Innovations in Medical/BioTechnology category:**

**Cianna Medical, Inc.**, of Aliso Viejo, recently commercialized a new medical device – the SAVI brachytherapy applicator, which dramatically decreases the amount of time required to treat women diagnosed with early-stage breast cancer.

**I-Flow Corporation**, of Lake Forest, has two technologies that have boosted their lead in the post-surgical pain relief sector: The ON-Q Soaker Catheter and the ON-Q SilverSoaker Catheter, which enable patients to receive effective pain relief, while reducing or eliminating the need for narcotics.

**Micro Imaging Technology**, of Laguna Hills, has developed and patented a laser-based technology for rapidly detecting and identifying bacterium. Typically it can take as long as a week to confirm contagion with the deadly MRSA bacteria; MIT's system typically can determine the absence or presence of this and about 50 other highly contagious or fatal bacteria.

**Numira Biosciences Inc.**, of Irvine, developed "Virtual Histology" to improve the accuracy, predictability, and efficiency of drug discovery and development. Its protocol enables researchers to better identify, in the drug *development* stage, defects in developing embryos and fetuses.

**Ossur North America**, of Aliso Viejo, has developed the Propio Foot, the first product in the world to provide stability and security to amputees who would otherwise be compromised in their ability to walk. Early studies have shown that the Proprio Foot helps reduce co-morbidity and health issues related to amputation and undue stress on the body, therefore reducing some of the healthcare costs created when the body compensates for loss of a limb.

**ALL OF THE FACTS ABOUT THE ABBY AWARDS:**

**10<sup>th</sup> Annual *Innovations in Healthcare*<sup>SM</sup> Awards and Event Ceremony**

April 23, 2008 - Westin South Coast Plaza Hotel, Costa Mesa, California  
11 am to 6 pm (Exhibits and Networking Lunch through Celebration Reception)

**Three 2008 ABBY Awards** will be given, which honor *innovative* companies in the healthcare industry that are currently providing *proven* ways to lower the cost of providing quality healthcare through their medical or information technology, or innovative approaches to the delivery of healthcare.

**Nine ABBY Award Finalists** (three in each category) will be selected in three categories:

Innovative Approaches to the Delivery of Healthcare  
Innovations in Healthcare IT and Telecommunications Technology  
Innovations in Medical / BioTechnology

**ABBY Award Winners will be selected (by secret ballot) by the senior healthcare industry executives attending the *Innovations in Healthcare Awards Event***, after hearing presentations by the senior executive from each Finalist company.

**Attendance is open to** ABL Members, as well as non-Member senior executives of healthcare providers and payers, as well as leaders of therapeutic, diagnostic, medical device and healthcare information and services firms.

**For more information**, please contact Laura Grant at ABL at (714) 245-1425 or visit ABL's website at <http://www.abl.org>

**Hosted by the Adaptive Business Leaders (ABL) Organization:**

In April, ABL will celebrate its 10th Annual *Innovations in Healthcare*<sup>SM</sup> Awards Event, honoring healthcare industry leaders whose products and services are not just innovative, but are truly reducing the cost of providing quality healthcare. Past ABBY Award nominees and winners have included companies that have made breakthroughs and transformative advances in medical devices, diagnostics, therapeutics, information technology and electronic solutions, as well as organizations that have applied innovative systems and technology to providing care and coverage, decreasing the numbers of uninsured, and engaging healthcare consumers more actively in their care and health status.

**Recent ABBY Award winners have included:** Aperio Technologies, Inc.; BeWell Mobile Technology Inc.; Care Level Management; eHealth, Inc.; eV3, Inc.'s Neurovascular Division; FoxHollow Technologies, Inc.; Gen-Probe, Inc.; Health Hero Network, Inc.; I-Flow; IPC - The Hospitalist Company; Kaiser Permanente's eHealth Initiatives; Masimo Corporation; Refractec; Santa Clara Family Health Plan; Silverado Senior Living Center; Sutter Health's eICU; Trizetto Group; and Vocera Communications.

**About ABL:**

Celebrating its 25th anniversary year, the Adaptive Business Leaders (ABL) Organization's mission is to help health and technology leaders grow great companies. ABL does this through its eight monthly, industry-specific Round Tables held throughout California, and frequent Conferences, Workshops and Events. In their confidential Round Tables, ABL Members - who are CEOs, Presidents, COOs and Division General Managers of Health and Technology companies - openly seek from and share with each other candid advice, best practices and innovative approaches for capitalizing on market trends and opportunities, in order to assure they are well positioned for business and personal success.

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