

## FOR IMMEDIATE RELEASE

### 45 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 25, 2008... Forty-five healthcare-related 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 45 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:**

Oakland, CA's **Alameda County Medical Center's** Rapid Entry and Accelerated Care at Triage (REACT) program has increased capacity, efficiency, and throughput in the emergency department. It is a multi-step process developed on the concept of "the right patient receiving the right care at the right time."

Cerritos, CA's **CareMore Health Plan** 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.

Boston, MA's **Center for Connected Health** is providing convenient, personalized patient care by using resources such as the Internet, cell phones, digital cameras and sensors to connect leading medical specialists with patients in their homes, offices and around the world, thereby offering expert second opinions and better management and monitoring of their patient's health.

Duarte, CA's **City of Hope National Medical Center's** Department of Urologic Oncology uses the da Vinci surgical system to perform laparoscopic radical prostatectomies, allowing physicians

to take a giant leap forward in prostate cancer treatment. The robotic technique provides unparalleled surgical accuracy to significantly reduce blood loss and improve postoperative recovery.

Torrance, CA's **Compounding Consultants (dba Future Meds)** allows private physician practices, for the first time, to offer individualized compounded medications in their office, such as cosmeceuticals, hormone replacement therapy, pain managers and sexual treatments.

Boulder Creek, CA's **HeartMath, LLC** has earned global recognition for its research-based techniques and proprietary technology to transform the stress of change and uncertainty, bringing renewed energy to the workplace and home. HeartMath's proven stress reduction results in reduced turnover and healthcare costs, and improved employee and patient satisfaction.

Alexandria, VA's **WellPoint's Lumenos** created one of the first Consumer Directed Health Plans. By enabling *consumers* to take a more proactive roll in managing – and paying for – their own healthcare, Lumenos spurred providers to be more *transparent* in pricing their services. Their latest offering is a Zagat Health Survey for patients to review and evaluate their physicians.

Agoura Hills, CA's **Nationwide Medical, Inc.'s** Supply Program serves over 9,000 CPAP (continuous positive airway pressure) patients with trained specialists who call them regularly and assist with therapy problems. The company also delivers all necessary supplies to patients' homes.

Louisville, KY's **SHPS, Inc.** provides a broad range of innovative health management tools, resources and services that empower consumers to make wise healthcare decisions, maximizing the value of consumers' and employers' healthcare dollars. The company employs RNs, other health professionals, employee benefit specialists and IT experts in facilities across the U.S.

Sacramento, CA's **Sutter Health Partners'** LIVE WELL FOR LIFE program focuses on identifying the predictors of disease and intervening before disease status is reached. Used by 18,000 clients, the program is based on a personal health assessment and one-on-one wellness coaching, facilitated by e-health tools and interactive operability to extend the coach's influence.

Dallas, TX's **TelaDoc Medical Services, Inc.** offers a network of board-certified, state licensed primary care physicians who provide cross coverage consultations 24/ 7, 365 days a year to its one million members. For \$35, TelaDoc physicians diagnose routine, non-emergency, medical problems via telephone, recommend treatment and prescribe medication when necessary.

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

San Diego, CA's **Benchmark Revenue Management** was founded on the principle that better technology can drive bottom-line growth in healthcare, in any size organization. In partnership with Navigant Consulting, Benchmark successfully launched the GPSHealth Suite, the most comprehensive revenue cycle solutions available in the market.

San Diego, CA's **BidShift, Inc.** helps hospitals manage workforce shortages and streamline staffing management by matching nurses and other healthcare employees with available open shifts. BidShift provides organization-wide staffing visibility and allows staff to access the Internet to view and request available open shifts for which they are qualified.

Anaheim Hills, CA's **CERECONS division of Unlimited Innovations Inc.** 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.

Irvine, CA's **Dynamic Healthcare Systems, Inc.** 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.

Mountain View, CA's **eHealth, Inc.'s** eHealthInsurance is the leading online source of health insurance for individuals, families and small businesses. Recent enhancements to their eHealth.com site enable even more specific "plan-member" matching by geography and special benefits provided by over 150 participating health insurance carriers, offering over 5,000 health insurance products.

San Mateo, CA's **Epocrates, Inc.** has established a network of more than 500,000 healthcare professionals, including over 25% of U.S. physicians, who rely on its mobile and web-based products for accurate clinical information and health plan drug coverage data, resulting in the reduction of adverse drug events and lower consumer cost.

Mission Viejo, CA's **flexSCAN, Inc.** 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.

Woodland Hills, CA's **Health Benchmarks, Inc.'s** HBIOnline makes available performance results for selected clinical quality indicators to providers on a web-based platform, far more cost effectively than paper-based reports. HBIOnline also makes available listings of patients who were eligible to receive a service and a confirmation as to whether the service was provided.

San Francisco, CA's **Healthline Networks** operates Healthline.com, whose unique semantic taxonomy and Medically Guided Search help consumers better navigate the complex world of health information, helping them find their way from search to discovery, from symptom to disease to treatment, or to local physicians and support groups.

Mendota Heights, MN's **Healthsense** is a market leader in providing scalable, flexible, assistive health monitoring technologies to protect the health and well being of at-risk individuals, including ADL monitoring, Wi-Fi wireless nurse call, fall detection, wander management, and campus-wide security and Wi-Fi communication.

Southborough, MA's **ikaSystems Corporation** provides managed care organizations, CDHPs, third party administrators, Medicare, and Medicaid with enterprise-wide, off-the-shelf technology designed to automate key transactions and business processes in the managed care cycle. This includes core claims adjudication, disease and utilization management, and HEDIS® reporting.

Needham, MA's **iMDsoft, Inc.'s** MetaVision Suite is a clinical info system solution that automates all areas of patient management, workflow, documentation, and order entry and integrates with customizable, advanced, rules-based clinical decision support and business analysis tools. A particular use is automating local and remote ICUs and perioperative environments.

Pittsburgh, PA's **M\*Modal, Inc.'s** hosted conversational documentation services helps healthcare providers capture clinical information from dictation and transform it directly into accessible, retrievable, and shareable e-files. M\*Modal serves hospitals, clinics, and medical transcription companies, with a transaction volume of more than 100 million dictation minutes a year.

Alpharetta, GA's **MedAssets, Inc.** partners with over 125 health systems, including 2,500 hospitals and 30,000 non-acute care healthcare providers, improving their financial strength by implementing integrated spend management and revenue cycle solutions to help control cost, improve margins and cash flow, increase compliance, and optimize operational efficiency.

Aliso Viejo, CA's **Medsphere Systems Corporation** 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.

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

San Francisco's **Practice Fusion, Inc.** offers an integrated, on-demand EMR service to streamline costly and inefficient manual processes between physicians, patients and healthcare groups associated with claims adjudication, eligibilities, authorizations and sharing medical records.

Washington, DC's **Revolution Health Group's** RevolutionHealth.com is a free, comprehensive site that offers best-of-breed health and medical information and tools to help individuals take control of their well-being. It was named the *Best Overall Internet Health Site* by the eHealthcare Leadership Awards, marrying expert content and tools, with social networking.

Burlington, MA's **Silverlink Communications, Inc.** provides automated voice solutions that enable healthcare enterprises to design, deploy and manage HIPAA-compliant automated call programs to educate, collect information from and drive behavior of thousands of patients and members, drastically reducing the cost of connecting with customers while improving their care.

Seattle, WA's **SNAPforSeniors, Inc.** has developed and operates the nation's most current and comprehensive web-based senior housing resource and listing service, putting objective information about the country's 65,000+ licensed senior housing facilities at the fingertips of consumers and their advocates.

Santa Monica, CA's **Xoova, Inc.** is an online medical services marketplace which patients use for free to find local doctors, to learn what to expect in advance of a care encounter, and to schedule appointments. Doctors use Xoova for free to manage their presence on the Internet, to share their philosophy of care, and to offer patients the convenience of online scheduling.

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

Sunnyvale, CA's **Accuray, Inc.'s** CyberKnife® Robotic Radiosurgery System is the world's only robotic radiosurgery system designed to treat tumors anywhere in the body non-invasively and with sub-millimeter accuracy, resulting in improved quality of life and a non-surgical treatment option for those diagnosed with cancer.

Palo Alto, CA's **Aragon Surgical, Inc.'s** Surgical LapCap ensures that, in laparoscopic procedures, blind needle passage is safe, simple, rapid and predictable, by utilizing simple suction to rapidly elevate the abdominal wall, creating a "safe space" into which the needle is passed.

Carlsbad, CA's **AutoGenomics** provides clinical laboratories with an automated, cost-effective solution to perform molecular testing that allows them to help empower physicians to make informed decisions about issues such as drug selection, dose requirements, potential side effects, and adverse drug reactions based on their individual patient's genetic profile.

Indianapolis, IN's **BioStorage Technologies, Inc.** is a worldwide leader in short- and long-term biomaterials storage, sample management, transfer and cold chain logistics. BioStorage provides its clients with secure, temperature-controlled storage under ambient, refrigerated, ultra-low/cold and vapor phase nitrogen conditions for their stored biological samples

Aliso Viejo, CA's **Cianna Medical, Inc.** recently commercialized a new medical device – the SAVI brachytherapy applicator, which combines the skin-sparing dosimetry of interstitial brachytherapy with the single-entry ease of balloon brachytherapy, dramatically decreasing the amount of time required to treat women diagnosed with early-stage breast cancer.

South San Francisco, CA's **Cytokinetics, Inc.** has developed a drug discovery platform for drug candidates to treat cancer and heart disease; evaluating 19 novel drug targets against between 500,000 to 2 million compounds, and synthesizing thousands of active compounds in the process.

San Diego, CA's **Genoptix, Inc.** is a specialized laboratory service provider that delivers personalized and comprehensive diagnostic services to community-based hematologists and oncologists, utilizing sophisticated diagnostic technologies to aid physicians in making their vital treatment decisions.

Lake Forest, CA's **I-Flow Corporation** 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.

Laguna Hills, CA's **Micro Imaging Technology** 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.

Aliso Viejo, CA's **Ossur North America's** Propio Foot is the world's first prosthesis to provide stability and security to amputees who would otherwise be compromised in their ability to walk, and typically relegated to a wheelchair. Early studies have shown that the Proprio Foot helps reduce co-morbidity and health issues related to amputation and undue stress on the body.

Monrovia, CA's **Prolacta Bioscience** is the pioneer in human milk-based nutritional products for critically-ill or premature infants in the NICU. Having developed the first-ever commercially available Human Milk Fortifier made from 100% human milk, Prolacta is committed to improving neonatal nutrition, using state-of-the-art formulation, pasteurization and filling processes.

Los Angeles, CA's **SiDMap** provides metabolic profiling and phenotyping services to pharma, biotech and research organizations involved in drug discovery and development, and in the analysis of disease states. SiDMap's tracer technology measures metabolic pathway flux to gain insight into cell function, enabling scientists to make important project decisions with confidence.

South San Francisco, CA's **XDx, Inc.**'s AlloMap® molecular expression testing noninvasively monitors the immune system by measuring gene expression in a patient's peripheral blood, translating an individual's immune status into clinically actionable information. It is also among the first practical applications resulting from the Human Genome Project.

### **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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