



FOR IMMEDIATE RELEASE

HUMEDICA MINEDSHARE AMBULATORY AND
ANCETA COLLABORATIVE DATA WAREHOUSE
TO LAUNCH AT AMERICAN MEDICAL GROUP ASSOCIATION 2010
ANNUAL CONFERENCE

*Along with Novel Comparative Analytics and Benchmarking Solution,
Humedica and Anceta to Introduce AMGA's Anceta Collaborative Data
Warehouse*

BOSTON, Mass. – March 18, 2010 – [Humedica](#), a next-generation clinical informatics company, and Anceta, the healthcare informatics subsidiary of the American Medical Group Association (AMGA), today announced the launch of [Humedica MinedShare™ Ambulatory](#) as well as AMGA's Anceta Collaborative Data Warehouse (CDW) at the AMGA 2010 Annual Conference, taking place now through March 20 in New Orleans.

Developed in partnership with Anceta and several pioneering AMGA member medical groups, Humedica MinedShare Ambulatory enables robust clinical, operational and financial benchmarking and comparative analytics to ensure quality, cost-effective patient care. Humedica MinedShare Ambulatory is a software-as-a-service (SaaS) solution that applies sophisticated techniques to extract, aggregate and standardize health care data, all within a state-of-the-art, HIPAA-compliant and highly secure environment. By integrating clinical, financial and administrative data from disparate IT systems, Humedica's solution generates a complete view of an organization's patient

population and provides advanced analytics to define appropriate patient cohorts, treatment pathways, outcomes and costs. The platform facilitates analyses of care patterns and outcomes to support evidence-based process improvements.

“Our solution unlocks and integrates vital clinical data that often reside in disparate systems and provides the information necessary to provide high-quality, cost-effective healthcare delivery—tenets that are at the heart of AMGA’s mission,” said Michael Weintraub, president and CEO of Humedica. “With Humedica’s platform and membership in the Anceta Collaborative Data Warehouse, medical groups can benchmark against comparable patient populations, collaborate to identify best practices, implement change and track and measure the impact of these changes.”

The Anceta CDW facilitates comparative analytics and benchmarking by bringing together participating AMGA medical groups. The Collaborative facilitates the development and sharing of best practices and performance improvement strategies by illuminating the relationship between processes of care, patient outcomes and associated costs. Ultimately, participating AMGA medical groups will be empowered with the data and knowledge to enhance quality, safety and cost-effectiveness.

During the conference, Humedica will also showcase early comparative results highlighting Type 2 Diabetes treatment practices and clinical outcomes across AMGA medical groups. Humedica MinedShare Ambulatory allows users to analyze specific population cohorts across multiple dimensions, including patient demographics, co-morbidities, lab values, treatments and standardized costs. For example, a medical group can assess their Type 2 diabetics across various parameters, including age, comorbid conditions, frequency of Emergency Department and ambulatory visits and medications prescribed, as well as clinical outcomes as measured

by HbA1c and LDL levels and study how these patterns of care, outcomes and costs compare to other participating AMGA medical groups. Humedica applies advanced data visualization techniques to spotlight key trends and highlight areas of focus. These data are all presented through an intuitive user interface, enabling users to quickly learn and leverage this powerful application within their organization.

“The launch of this product and the Anceta Collaborative Data Warehouse marks the beginning of an important journey to compare care processes, patient outcomes and costs across medical groups, and to enhance the performance of AMGA members,” said Donald W. Fisher, Ph.D., CAE, president and CEO of AMGA and chairman of Anceta. “I’ve had the opportunity to ‘test-drive’ Humedica MinedShare Ambulatory and I am extremely impressed. It is the most elegant analytic product I’ve seen. I have no doubt that it will advance care delivery within AMGA member organizations.”

To see a demo of the new product and to learn more about the Anceta CDW, stop by the Humedica booth (Booth #1) at the AMGA 2010 Annual Conference, March 17 through March 20 in New Orleans. For more information on the ambulatory product, go to: <http://www.humedica.com/solutions/ambulatory.html>. For more information on the AMGA conference, go to: http://www.amga.org/Education/AC/index_ac.asp

ABOUT HUMEDICA

Humedica is a next-generation clinical informatics company that provides novel software-as-a-service (SaaS) business intelligence solutions to the health care industry. Through cutting-edge analytics, Humedica connects patient information across varied medical settings and time periods to generate a truly longitudinal and comprehensive view of patient care.

Humedica provides our partners and customers with the informatics solutions necessary to improve, manage, and succeed in today's dynamic health care market. Humedica is defining knowledge in health care. Founded in 2008, Humedica is backed by industry-leading venture capital firms [Bain Capital Ventures](#), [General Catalyst Partners](#), [North Bridge Venture Partners](#), and award-winning health care investment bank, [Leerink Swann](#). Additional information is available at www.humedica.com.

ABOUT ANCETA

Anceta LLC is a subsidiary of the American Medical Group Association (AMGA), building upon AMGA's tradition of collaborative quality improvement and best practices sharing among AMGA member medical groups and other organized systems of care. Anceta facilitates data-driven collaboration to enhance quality, safety, and cost-efficiency.

ABOUT THE AMERICAN MEDICAL GROUP ASSOCIATION

The American Medical Group Association (AMGA) represents medical groups, including some of the nation's largest, most prestigious medical practices, independent practice associations, and integrated health care delivery systems. AMGA improves health care for patients by supporting multispecialty medical groups and other organized systems of care. Approximately 102,000 physicians practice in AMGA member organizations and these members deliver health care to approximately 105 million patients in 49 states. Headquartered in Alexandria, Virginia, AMGA is the strategic partner for medical groups, providing a package of benefits, including political advocacy, educational and networking programs and publications, benchmarking data services, and financial and operations assistance.

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