

# EXHIBIT A

# 4medica Introduces the Industry's First MPI Engine Based on Big Data Technologies

## *First-of-its kind solution for the patient identification challenge*

Delivering True Clinical Integration

Los Angeles, CA – March 11, 2013 –

[4medica](#) today introduced the industry's first Master Patient Index (MPI) engine based on big data technologies. A revolutionary, patented solution, the 4medica Big Data MPI increases precision by applying innovative technologies, while reducing duplication in patient information and scaling for the big data engendered by today's ACOs and HIEs.

"ACOs will not survive without MPIs, but traditional MPIs aren't designed for the increased array, amount and alacrity of data ACOs represent," said 4medica's CEO, Oleg Bess, M.D. "More patients, more care demand, and more care settings means more difficulty for provider organizations to drive quality initiatives by delivering the right services to the right patients at the point-of-service. The only way to do that reliably is by bringing the big data ACOs must manage down to the level of individual patient information."

The 4medica Big Data MPI is significantly more efficient, more accurate and less expensive than conventional MPIs. An inverted index algorithm and Big Data storage structure allow it to evaluate tens of millions of patients, searching, isolating and finding duplicates 100 times more efficiently.

The solution adjusts probability-scoring algorithms dynamically, employs multiple algorithms to evaluate different data sources and uses historic data to improve precision. Conventional relational-database-based MPIs would require massive computational resources to do the same tasks. Available as a cloud-based SaaS model or as a locally hosted MPI system, 4medica Big Data MPI reduces providers' technology investments, further lowering costs.

With data on more than 40 million patients nationwide, fed by thousands of interfaces, 4medica is singularly positioned to patent and bring to market the first big data MPI. 4medica's Integrated Electronic Health Record (4medica iEHR®), the industry's leading cloud SaaS clinical integration platform, helps healthcare organizations of diverse types create a seamless view of the patient care experience and drive EHR adoption. 4medica connects over 100 institutional facilities including hospitals, health systems, physicians, laboratories and radiology and pathology clinics; more than 30,000 physicians use its products.

### **About 4medica**

4medica provides the industry's leading cloud SaaS (Software-as-a-Service) clinical integration platform, the 4medica Integrated Electronic Health Record ([4medica iEHR®](#)), to help healthcare organizations of diverse types create a seamless view of the patient care experience and drive EHR adoption. The intuitive iEHR platform design integrates with and builds upon disparate systems to facilitate interoperable data exchange across various care settings to promote care continuity. The cloud computing model is scalable, lower cost, maintenance-free, easy to use and deployable in a few months or less, eliminating large capital outlays or resource utilization. This is especially critical for small community and rural hospitals and physician health organizations of all types and sizes striving to qualify for ARRA incentives and to demonstrate Meaningful Use. 4medica connects 100-plus institutional facilities including hospitals, health systems, physicians, laboratories and radiology and pathology clinics, and its products are used by more than 30,000 physicians. For more information, visit <http://www.4medica.com>.

## 4medica to make the case for safer patient matching to nation's HIEs at SHIEC conference

*Physician-founded company to advise health information exchanges to focus on strategies that solve patient matching problems today, instead of hypothetical solutions like Blockchain and government-issued national patient IDs*

**Marina del Rey, CA** —August 16, 2018—When health information exchanges (HIEs) converge at the upcoming SHIEC 2018 Annual Conference in Atlanta, August 19-22, one topic that will be front and center is how to effectively and safely match patient identities in environments where millions of records are continuously being exchanged. The answer, according to [4medica](#), doesn't lie in hyped up, unproven solutions like Blockchain, or political minefields such as assigning a government-issued patient ID.

Instead, company leaders will advise, use the newly scalable [master patient index technologies](#) that are now matching patient data to the right records at unprecedented speed and precision.

Two of 4medica's customers, The Michigan Health Information Network (MiHIN) and New Jersey Innovation Institute (NJII), will discuss such solutions on the panel, "Overcoming Patient Matching Challenges in Today's Healthcare Environment," on the first full day of the conference, Monday, August 20, from 2:40 to 3:30 P.M. Presenters from the two organizations will include Shelley Mannino-Marosi, Associate Director, MiHIN; and John Novak, Senior Director of Healthcare Delivery Systems, NJII.

"Patient matching is a critical issue facing healthcare data exchange, and we're pleased to offer a session at the conference in Atlanta that will feature the challenges and best practices in patient matching," said Kelly Hoover Thompson, SHIEC CEO.

Both 4medica customers also spoke on the topic of patient matching at the recent [ONC Interoperability Forum](#) in Washington, D.C.

"It is becoming clearer by the day that state PDMP programs, the national patient-centered data home, and other HIE initiatives centered around sensitive patient issues and data urgently require highly accurate and real

time patient matching," noted Gregg Church, 4medica president.

He added, "Our own customers are discovering that a scalable, accurate master patient index does exist that improves patient safety and privacy. We're looking forward to introducing this strategy to more HIEs at the SHIEC conference. There has never been a more relevant time to do so."

### **Blockchain, national patient ID not viable solutions for patient matching**

Lack of a national patient ID has historically been the chief barrier to reliable patient matching, and one that has proven to be near politically impossible to overcome. But Church pointed out that even this obstacle has been cleared.

"4medica has the technology now to generate a unique, 4everID™ that is recognized across different systems. That's something a Blockchain-assigned ID can't do," Church said.

For organizations that have developed their own common patient identifiers, 4medica's master patient index solution, the 4medica Big Data MPI, can be used independently of its 4everID solution. The Big Data MPI uses technology similar to Google search, which in turn results in accurate patient matches in milliseconds.

Here again, Blockchain cannot authentically make the same claim. When patient data comes in, either a person or solution like the 4medica Big Data MPI is required to match it to the right record. However, as a distributed ledger, Blockchain could conceivably one day be used to update these records with new data as it comes in—but only after it is matched to the right patient identity. Church expanded on these and other points in a recent article on Blockchain and patient matching in [Healthcare IT News](#).



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## Meet 4medica at SHIEC, enter to win Indy 500 tickets and \$100 Visa gift cards

Additionally, 4medica will be exhibiting at the SHIEC conference, with executives on hand to meet with interested healthcare organizations about pairing master patient indexes with unique patient IDs that are recognizable across different systems. Company leaders, including Church, will be at the 4medica Booth #35 during exhibit hall hours. Booth visitors will have an opportunity to enter to win some exciting prizes, including free tickets to the Indy 500 and \$100 Visa gift cards.

4medica also plans to announce the results of its "State of Patient Matching in HIEs" survey at the conference. HIEs can still respond to the 10-question survey and enter to win a \$100 Gift Card. Survey respondents are also invited to stop by the 4medica booth to pick up a free Starbucks card. **Take the survey [here](#).**

Members of the media interested in learning more about patient identity matching, or who wish to speak to 4medica executives at the 2018 SHIEC Annual Conference, may contact Stephanie Janard at [sjanard@acmarketingpr.com](mailto:sjanard@acmarketingpr.com) or 828-288-2831.

## About 4medica

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resource utilization. 4medica connects hundreds of organizations including ACOS, HIEs, hospitals, health systems, physicians, laboratories, and radiology imaging centers. Learn more at [www.4medica.com](http://www.4medica.com) and [www.bigdatampi.com](http://www.bigdatampi.com).

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## For Immediate Release

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## For Immediate Release

### **4medica Takes the Helm of Patient Matching Initiatives at Connecting Michigan for Health Conference 2019**

*4medica president moderates dynamic roundtable discussion advocating standardization and consensus building before digital records traverse geographies*

**MARINA DEL REY, Calif.—June 3, 2019**—Committed to a nationwide strategy calling for agreed-upon data standards that facilitate accurate patient matching across provider facilities, [4medica®](#) sponsors a number of notable initiatives at the 11<sup>th</sup> annual [Connecting Michigan for Health Conference](#). 4medica's efforts include presenting its patient matching technologies at the second annual [Connectathon](#) held on May 30-31, moderating a roundtable discussion exploring ways to drive the promise of referential matching, and exhibiting clinical interoperability benefits of its Big Data Management Solutions June 4-5.

The first day of the conference, Gregg Church, president of 4medica, will moderate the interactive roundtable discussion called "Patient Matching with 4medica" at 4 p.m. EDT on Tuesday, June 4, at the Lansing Center in Lansing, Michigan. The 45-minute session will engage panelists and attendees in dynamic dialogue covering proven methods and the need for all-inclusive consensus building concerning the universal challenge of putting patient matching standards in place—before healthcare organizations are allowed to share medical records across geographies.

Participating on the roundtable are three 4medica customers and industry advisors: James Noland, product manager, Michigan Health Information Network Shared Services; John Novak, senior director of Government Technology and Architecture, New Jersey Innovation Institute; and Teresa Rivera, CEO of Utah Health Information Network.

"Our experts will update us on the latest legislation and the need for bold collaboration, proven solutions and patient identifier approaches all the while eliciting input from our audience," said Church. "Even though digital records are a mainstay in most hospitals and practices, our industry has struggled with sharing data for years. How much longer are we willing to put our patients at risk of harmful errors caused by mismatches?"

"We're living with a false sense of security. With no unique patient ID, about a third of Americans with chronic conditions and older adults see more than 10 different physicians at dozens of office visits per year," he continued. "The ability to successfully search each person's record in disparate locations and know that it refers to the correct person depends on interoperability. We at 4medica are dedicated to making the



patient's journey easier and safer through our advanced solutions that achieve 100 percent master patient accuracy."

4medica is exhibiting in booth number 13 its Big Data Management Solutions: the 4medica Big Data MPI™, 4medica Big Data Enrichment™ and 4medica Big Data CDR™ applications and services. Contact 4medica at [info@4medica.com](mailto:info@4medica.com) to schedule on-site meetings with Church, Muthu Kuttalingam, 4medica's senior vice president of Product Development and Technology, and Brian Wikle, 4medica's senior client executive.

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## 4medica President Gregg Church Selected for Patient Matching Panel at ONC 2018 Meeting

*Church will describe to nation's health leaders how health information exchanges and networks have overcome the lack of a national patient ID and normalized data standards to achieve accurate patient matching and better interoperability*

**Marina del Rey, CA—Nov. 27, 2018**—At one of the most influential gatherings of healthcare policy leaders and visionaries who are driving healthcare's formidable transition to digital, connected, value-based care, 4medica President Gregg Church will speak on the core technology component to make this massive shift: accurate patient identity matching. Church will be a participant on the panel "Empowering Patients and Improving Outcomes: Challenges and Opportunities in Linking Clinical and Claims Data," Friday, Nov. 30th, from 10:45 am to 12 pm Eastern, at the ONC 2018 Meeting in Washington, D.C.

"Many experts across the healthcare system have long identified the ability to match patients efficiently, accurately, and to scale as a critical interoperability need for the nation's growing health IT infrastructure," said Don Rucker, M.D., National Coordinator for Health Information Technology.

4medica is immersed in helping numerous regulatory and industry organizations shape strategy around patient identity matching—including eHI, PEW Charitable Trusts, AHIMA, ONC, GAO, HIMSS and SHIEC.

At ONC's Interoperability Forum this summer, 4medica customers The Michigan Health Information Network Shared Services (MiHIN) and New Jersey Innovation Institute (NJII), [presented to attendees](#) how they were using the 4medica Big Data MPI (master patient index) to match patient data to the right medical records for tens of millions of patient identities, collectively. They [also presented](#) this topic at the national gathering of state HIEs and HINs, the 2018 SHIEC Annual Meeting.

"We can't overstate the fundamental importance of accurate patient matching for patient data integrity. NeHII's own partnership with 4medica enables wide-scale patient identity matching for mission-critical

healthcare programs in our state; from population health management to prescription drug monitoring programs," noted Jaime Bland, CEO of NeHII.

Earlier this year, 4medica founder Oleg Bess, M.D., spoke to attendees at the Community Information Exchange Summit in San Diego, and Church also showcased the company's enterprise approach to patient identity matching at the 2018 Connecting Michigan for Health Conference.

Additionally, Bess and Church recently co-authored a byline that scrutinizes some of the toughest questions surrounding the "one patient, one record" mission in healthcare. This is a mission 4medica ardently advocates for, and offers enlightening answers to in Bess and Church's byline "[5 Questions for the Patient-Centered Data Home.](#)"

"With so many healthcare leaders gathered in one place, many ideas and decisions will take place at the ONC 2018 Annual Meeting that will directly impact our national health in 2019 and beyond. We are committed to making sure that accurate patient matching is top of mind for these leaders, as it is the core component for a holistic, interoperable healthcare system," said Gregg Church, President, 4medica.

Members of the media attending the ONC 2018 Meeting are invited to schedule an interview with Gregg Church by contacting Stephanie Janard, Amendola Communications for 4medica, at [sjanard@acmarketingpr.com](mailto:sjanard@acmarketingpr.com) or 828.288.2831.

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## 4medica Rallies for Broad Patient Identification Discussions at the 2019 State Healthcare IT Connect Summit

*Company partners with World Trade Center Indianapolis to aggressively market U.S. expertise in solving the global challenge of matching patient data to the right patient record*

**MARINA DEL REY, Calif.**—March 12, 2019—The U.S. healthcare industry has well documented the national need for a single, unified and accurate view of each patient moving through different care settings. With a shared goal of providing interoperable solutions to accurately match patient records across the healthcare ecosystem, 4medica® today announced its support for broader discussions about the unique patient identifier at the [2019 State Healthcare IT Connect Summit](#). The event is March 18-20 at the Hilton Hotel in Baltimore, Maryland.

“We’re starting to realize success in solving complex financial and operational data management issues such as inaccurate patient medical histories and duplicate charts that plague our healthcare system,” said Gregg Church, president, 4medica. “However, we need standardization and commitment from both the private and public sector to make changes that will advance patient safety. The State Healthcare IT Connect Summit is the perfect forum to lead policy and research initiatives to effectively address this universal problem in the right way. We’re excited to join the discussions and share successes solving our clients’ challenges.”

Attendees are invited to meet with Church at the 4medica booth #38 and view demos of the [4medica Big Data MPI™](#) and 4medica Big Data CDR™ (Big Data Clinical Data Repository) solutions.

Church and co-speaker Jaime Bland, DNP, R.N.-BC, and CEO of Nebraska Health Information Initiative (NeHII), will lead the Innovators Roundtable panel discussion titled “Taming the MPI Management Dragon” 1:30-2:30 p.m. ET, Tuesday, March 19, in Key Ballroom 12. Panel participants can weigh in on identity management with an innovative “Big Data” master data management approach. They will further explore ways to manage the explosive growth of data sources and data types while

assigning a proven UPI to each identity with 100 percent matching accuracy.

“The average rate of identity duplication hovers around 12 percent, and the known cost to reconcile a single pair of duplicate records is approximately \$1,000,” continued Church. “The problems of patient identification and matching result in risk of medical errors and inefficiencies to care coordination programs such as population management and the billing process. Together, the healthcare industry can promote the use of sustainable and scalable solutions to facilitate a reliable and safer clinical interoperability platform.”

4medica brings more than two decades of experience in clinical data interoperability, surpassing any other company in the patient identification and matching space. The company has managed billions of test results since its inception in 1998, oversees nearly 70 million patient identities and connects more than 40,000 physicians to hundreds of labs and hospitals nationwide. Since 2013, 4medica has sold the 4medica Big Data MPI to federally funded health information exchanges (HIEs) and health information networks (HINs), private HIEs, accountable care organizations (ACOs), multi-hospital health systems, hospitals and commercial laboratories. Learn more by watching this brief video: [4medica Big Data MPI](#).

4medica actively supports regulatory and industry organizations involved in shaping the framework for patient identification and matching—including eHI, PEW Charitable Trusts, AHIMA, ONC, GAO, HIMSS and SHIEC. Brian Wikle, 4medica senior client executive, serves on eHI’s Policy and Steering Committee. In 2018, 4medica customers presented the topic of patient matching at several industry conferences. For example, Michigan Health Information Network (MiHIN) and New Jersey Innovation Institute (NJII) spoke at the 2018 ONC Interoperability Forum in Washington, D.C. Church



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# 4medica® to Advance its One Patient, One Record Mission at HIMSS18

*Clinical data exchange expert co-appearing with Zen Healthcare and co-hosting cocktail networking event with the Strategic Health Information Exchange Coalition and the Electronic Health Initiative*

**MARINA DEL REY, Calif., Feb. 28, 2018** – Healthcare leaders and members of the media with an interest in patient data integrity management and access are invited to meet with [4medica](#), the clinical data exchange company at HIMSS18, March 5–7, in Las Vegas.

Company leaders including co-founder Dr. Oleg Bess, an informatics expert and one of the best-known OB-GYNs in the nation, and president Gregory Church will be on hand to discuss how we can overcome the longstanding barriers to creating a single, comprehensive view of patient health.

## **Meet 4medica and Zen Healthcare at Booth #12447**

To kick off its new partnership with [Zen Healthcare](#), the HIE interoperability expert, 4medica will co-appear with Zen at Booth #12447 in Hall G of the conference center. The two companies have partnered to help health information exchanges (HIEs), Health Information Networks (HINs), health plans, and hospitals equip healthcare stakeholders of all types with the full picture of patient health needed for initiatives that range from combatting chronic health conditions, opioid abuse to practicing value-based care.

This strategic pairing melds 4medica's big data master patient index solution (4medica Big Data MPI) with Zen Healthcare's full integration and interoperability platform for healthcare organizations—giving customers new access to a historic view of patient health, while assuring the right data is matched to the right patient at the right point of care.

## **Join 4medica, SHIEC and eHI for cocktails Tuesday evening**

4medica is also co-hosting a cocktail networking event with the Strategic Health Information Exchange (SHIEC) and the Electronic Health Initiative (eHI) on Tuesday, March 6<sup>th</sup>, from 6:30 to 7:30 pm, in the Venetian Congress Center, Level 3 [Lido Ballroom, Room 3104](#). This event promises to be one of the best informal networking events at HIMSS18 to meet with representatives from state and national healthcare interoperability organizations, and 4medica, the company that is helping healthcare achieve the long wished for "One Patient, One Record" paradigm.

## **Discover the 4medica Big Data MPI at HIMSS18**

4medica solves a diverse set of challenges associated with the lack of a national patient ID. First, the 4medica Big Data MPI solution matches patient health information to the right patients with unbeatable accuracy—using the best multi-patented risk scoring methodology in the industry. The 4medica solution is also adept at identifying duplicate records, overlays, overlaps and then eliminating all but the best record to use.

Taking this several steps further, the 4medica Big Data MPI also automatically updates fields where data is missing using its proprietary data augmentation matching engine; a considerable time-saver for customers. Lastly, the Big Data MPI solution is built to perform in a real-time transactional mode, ideal for organizations with millions of identities and millions of transactions each day.

HIMSS18 will be an ideal opportunity to speak directly with the company behind this groundbreaking patient identity matching



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technology, and to learn about its free duplicate record assessment offered to any healthcare organization.

Additionally, 4medica's existing lab outreach customers who will be attending HIMSS are invited to learn how 4medica is augmenting its popular lab orders management solutions suite with revenue cycle management, patient matching and audit protection solutions. Collectively, these solutions help labs process what 4medica calls the Perfect Order™.

"This promises to be our most exciting HIMSS ever. We look forward to meeting with anyone who is seeking real solutions to achieve data integrity, data access and the tight integration of both," said Gregory Church, president, 4medica.

To schedule a meeting with 4medica at Booth #12447 or to request an invitation to the Tuesday evening cocktail event co-hosted by 4medica, SHIEC and eHI, contact Stephanie Janard at [sjanard@acmarketingpr.com](mailto:sjanard@acmarketingpr.com).

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# 4medica to Show Michigan's Care Coordinators How to Solve Patient Identity Mismatching

*Healthcare data interoperability company is sponsor and exhibitor at 2018 Connecting Michigan for Health Conference*

**Lansing, MI—June 4, 2018**—From the floor of the Lansing Convention Center, where care coordinators across Michigan are converging for the 2018 Connecting Michigan for Health Conference, [4medica](#) will be on hand to address one of the most dangerous errors taking place in healthcare today: patient mismatching. Very often, this error begins at intake. With EHRs and other systems regularly storing hundreds of thousands and even millions of patient records, system users frequently pull the wrong patient record. Or, confronted with multiple records for the same patient, they create and add yet another duplicate to the system.

Both scenarios set the stage for missing critical information about the patient or acting on the wrong information altogether. Moreover, a recent Black Book Research survey found that 18 percent of the average hospital's patient records are duplicates—and in the absence of master patient index solutions, hospitals achieve only a 24 percent match rate when exchanging records with other organizations.

“Not only is patient identity mismatching common in the hospital environment, it is also a significant risk to the privacy and safety of anyone enrolled in a PDMP program, or who have agreed to opt in to state HIE networks, research studies, and other patient data-intensive initiatives,” noted Gregg Church, president of 4medica.

The solution, Church continued, is two-fold.

“Precision data matching and a universal patient ID. It's that simple. Data stewards should recognize that patients are increasingly concerned about the integrity of their medical records. A DIY patient

matching technology isn't going to cut it in any organization that likewise values data integrity,” he advised.

With its 4medica Big Data MPI solution, 4medica solves a diverse set of challenges associated with the lack of a national patient ID. This includes patient matching at unprecedented speed and accuracy; elimination of duplicate patient records; and automated creation of robust, reliable master patient records. Learn more by watching a brief video explainer video [4medica Big Data MPI](#).

## **A trusted clinical data exchange partner**

As more healthcare entities pool their resources in a shared ambition to improve the health of entire communities, states and the country, the natural next step is to find a common “home” for the lifeblood of their initiatives—patient data. Along with offering the industry's most accurate and fastest patient matching solution, 4medica also provides a secure, scalable environment for a comprehensive view of patient-centric data.

Specifically, the 4medical clinical data repository can be accessed by providers, labs, payers, and most importantly, patients. Feature highlights include:

- FHIR-based engine
- The 4medica Big Data MPI for accurate, real time record matching
- Cloud-based
- HIPAA-compliant
- Patient and provider portals



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# Michigan Health Information Network's Patient Matching Strategy Improves Electronic Information Sharing

*Innovative approach pairs 4medica Big Data MPI with a "common key" to accurately match millions of patient identities with their electronic health information at real-time speed*

**Marina del Rey, CA—August 15, 2018** — 4medica announced today that its master patient index (MPI) technology is being used by the Michigan Health Information Network Shared Services (MiHIN) to make sure incoming patient data is accurately and swiftly matched to the right patient record. In turn, this helps assure the correct healthcare providers are receiving information about their patients that is exchanged through the statewide network.

MiHIN uses the 4medica Big Data MPI along with a private patient attribute or "common key" that links individuals and their health information across systems and organizations. The combined solution enables MiHIN to match patient identities in real time.

This is crucial, as MiHIN coordinates and bridges communication between providers throughout the state, a volume of transactions that numbers in the tens of millions.

"Because Michigan's healthcare organizations look to us to provide statewide shared services, we tested a number of MPI solutions very rigorously, including the 4medica Big Data MPI," said Shelley Mannino-Marosi, MiHIN's senior director of state and national programs. "We had a very positive experience with 4medica integrating with our Common Key Service to match patients, so their care team members can receive their information, in milliseconds, and at scales that support our large transaction volumes."

The 4medica MPI also proved very flexible to address MiHIN's strict guidelines and rules for matching patient records with information.

"The 4medica Big Data MPI, together with our Common Key Service, give us a very solid foundation for our patient matching services," added Mannino-Marosi.

## **An innovative approach to match patient information across multiple organizations**

In the absence of a national patient ID, patient mismatching has become a systemic problem in an era of electronic health records that store millions of patient records, using different data attributes and identifiers, setting the stage for a mismatch when organizations exchange records with each other. Or, confronted with multiple records for the same patient, administrators create a new master record, often omitting critical information.

A recent Black Book Research Survey found that 18 percent of the average hospital's patient records are duplicates--while testing by 4medica at different healthcare organizations, including health information organizations, has routinely uncovered duplicates as high as 30 percent.

Both mismatches and duplicate records increase the risk of dangerous medical errors, which is one reason why this year's ONC Interoperability Forum included no less than 10 speaking sessions on the topic of patient identity matching. MiHIN was one of the [invited speakers](#), and presented its solution to many of the nation's top health leaders.

Along with the 4medica Big Data MPI, this solution includes the MiHIN-developed encrypted common key. Designed for system to system communication only, and with no coded patient specifics, the key offers a unique attribute that can be easily shared by multiple organizations.

"Together with the 4medica Big Data MPI, MiHIN has deployed a solution that can be replicated at health information exchanges and health information networks across the country. And none too soon, given initiatives like PDMPs to combat the opioid epidemic, or the



# Michigan Health Information Network's Patient Matching Strategy Improves Electronic Information Sharing

*Innovative approach pairs 4medica Big Data MPI with a "common key" to accurately match millions of patient identities with their electronic health information at real-time speed*

national Patient Centered Data Home," noted Gregg Church, president, 4medica.

MiHIN will be presenting its solution again at the upcoming 2018 Annual SHIEC Conference in Atlanta, Georgia, which runs August 19—22. MiHIN, along with other health information organizations, including 4medica customer New Jersey Innovation Institute, will be featured in a panel discussion on patient matching, "Overcoming Patient Matching Challenges in Today's Healthcare Environment" on Monday, Aug. 20<sup>th</sup>, from 2:40 to 3:30.

Members of the media interested in learning more are invited to contact Stephanie Janard, Amendola Communications for 4medica, at 828-288-2831 or [sjanard@acmarketingpr.com](mailto:sjanard@acmarketingpr.com).

## About Michigan Health Information Network Shared Services

The Michigan Health Information Network Shared Services (MIHIN) is Michigan's state-designated entity to improve healthcare quality, efficiency, and patient safety by sharing of electronic health information statewide, helping reduce costs for patients, providers, and payers. MiHIN is a nonprofit, public-private collaboration that includes stakeholders from the State of Michigan, Health Information Exchanges that serve Michigan, health systems and providers, health plans/payers, pharmacies, and the Governor's Health Information Technology Commission. For more information please visit <https://mihin.org>.

## About 4medica

4medica provides the industry's leading SaaS (Software-as-a-Service) Big Data MPI and clinical data exchange platform to help healthcare organizations of diverse types create a seamless view of the patient care experience and further drive better health outcomes. The 4medica Big Data MPI and ClinXdata Clinical Data

Exchange platform integrate with and build upon disparate systems to facilitate patient identity management and interoperable data exchange across various care settings to promote care continuity. The cloud computing model is scalable, lower cost, maintenance-free, easy to use and deployable in a few months or less, eliminating large capital outlays or resource utilization. 4medica connects hundreds of organizations including ACOS, HIEs, hospitals, health systems, physicians, laboratories, and radiology imaging centers. Learn more at [www.4medica.com](http://www.4medica.com) and [www.bigdatampi.com](http://www.bigdatampi.com).

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# 4medica® Joins the SHIEC Strategic Business and Technology Partner Program

*Leading clinical integration company partners with trade association to deliver master patient indexing capabilities for health information exchanges*



**Marina del Rey, CA—Oct. 30, 2017**—4medica announced today that it has joined the Strategic Health Information Exchange Collaborative (SHIEC), a national trade association representing health information exchanges (HIEs) across the nation. 4medica is well-known among providers, laboratories and payers as a reliable expert in integrating key clinical systems and data, and joins SHIEC as a Strategic Business and Technology (SB&T) Partner.

Recently, 4medica attended the SHIEC annual conference in Indianapolis, where its master patient index (MPI) product, 4medica Big Data MPI™, received intense interest for its ability to precisely match patient identities at unprecedented scale. Because HIEs facilitate the exchange of information between multiple systems and providers, they must be certain information is matched to the right patients in order to help improve patient safety and care quality. This is particularly important in an era when healthcare organizations are increasingly scored for care quality and outcomes.

“It was a pleasure to engage with 4medica at our annual conference in Indianapolis. SB&T Partners are selected based on their ability to bring unique, value-added solutions to our HIE community, and no surprise, patient matching is one of the perennial challenges all HIEs face. We welcome the opportunity to make connections between our HIE members and our SB&T partners, which now includes 4medica and its unique approach to master

patient indexing,” said Kelly Hoover Thompson, CEO of SHIEC.

## **Next generation patient identity matching**

For today’s patient matching needs, speed, scalability and security are all non-negotiable attributes. This poses a problem for conventional MPI products, which match patient identities in “batches,” a typically slow and expensive process. By contrast, the 4medica solution consistently delivers sub-second, real time response for healthcare organizations with millions of identities and millions of transactions every day. As such, the 4medica product is heavily patented, with more patents to come.

4medica plans to be an active SHIEC member with the goal of advancing accurate, scalable patient matching as a fundamental component of interoperability.

“Our conversations at SHIEC’s annual conference confirmed what we’ve long believed: to make patient data easy to share and exchange among providers, strong measures must be taken to assure the data is about the right patient. Otherwise, patient safety and outcomes are seriously compromised. We look forward to helping SHIEC members design and use HIEs that make patient



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data exchange accurate, safe and fast,” concluded Gregg Church, president, 4medica.

## **About SHIEC**

SHIEC is the national trade association of health information exchanges (HIEs) and strategic business and technology partners. As the unbiased data trustees in their communities, the 50+ member HIE organizations manage and provide for the secure digital exchange of data by medical, behavioral, and social service providers to improve the health of the communities they serve. Collectively, SHIEC members serve almost 75% of the U.S. population.

For more information about SHIEC, visit [info@strategichie.com](mailto:info@strategichie.com) and follow us on Twitter at @SHIEClive.

## **About 4medica**

4medica provides the industry's leading SaaS (Software-as-a-Service) Big Data MPI and clinical data exchange platform to help healthcare organizations of diverse types create a seamless view of the patient care experience and further drive better health outcomes. The 4medica Big Data MPI and ClinXdata Clinical Data Exchange platform integrate with and build upon disparate systems to facilitate patient identity management and interoperable data exchange across various care

settings to promote care continuity. The cloud computing model is scalable, lower cost, maintenance-free, easy to use and deployable in a few months or less, eliminating large capital outlays or resource utilization. 4medica connects hundreds of organizations including ACOS, HIEs, hospitals, health systems, physicians, laboratories, and radiology imaging centers. Learn more at [www.bigdatampi.com](http://www.bigdatampi.com).

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