

2009 Cements Medicity as the Industry Standard for Health Information Exchange

A 91 percent increase in bookings headlines a banner year as hospitals, HIEs, and physicians prepare for achieving meaningful use

SALT LAKE CITY – Jan. 18, 2010 – Medicity - the leading provider of health information exchange (HIE) technology that empowers physicians, hospitals and communities with solutions to improve care collaboration – today reported a sharp, 91 percent increase in bookings in 2009 over the previous year and a 35 percent increase in five-year revenue backlog.

The strong momentum Medicity generated in 2008 accelerated further in 2009, as the American Recovery and Reinvestment Act (ARRA) propelled HIE into the national spotlight as a core capability needed to enable hospitals and physicians to achieve meaningful use of electronic health records and thereby qualify for federal stimulus funds. As the established leader in the HIE market, Medicity capitalized on this heightened demand with the signing of 23 new contracts in 2009.

Healthcare organizations across the country have turned to Medicity to prepare for meaningful use requirements as well as achieve further goals of improving care quality and containing costs. With now more than 700 hospitals and 250,000 physicians in its connected ecosystem, Medicity has cemented its position as the industry standard for health information exchange.

As a complement to explosive growth in 2009, Medicity placed significant focus on operational enhancements and delivery of software, services and support to new and existing clients. Significant milestones include new product launches and upgrades for dozens of Medicity clients; design and delivery of software enhancements; streamlined deployment technology and processes to facilitate rollout of physician-office connectivity on a mass scale; optimization of support processes; and aggressive hiring while adding significant management bandwidth to the company through the integration of the Novo Innovations executive team.

Medicity kicked off 2009 by announcing its merger with Novo Innovations, creating the most adaptable and complete HIE offering in the market. By combining the HIE technologies and expertise of the two companies, Medicity expanded its ability to fully integrate silos of healthcare data in communities throughout the nation and establish true, last-mile connectivity into physician offices with one highly secure, rapidly deployable and massively scalable solution. Medicity also reported strategic partnerships with Atlanta, Ga.-based Eclipsys and Plano, Texas-based Dell Perot Systems.

In a move to revolutionize healthcare IT application design and delivery while stimulating innovation, Medicity also announced the opening of its HIE platform to third-party application development with a project called iNexx. Third-party partners that write apps using the iNexx application programming interface (API) gain access to the broadest distribution channel of connected providers in the country. Providers using iNexx will select modular apps that work together seamlessly on the iNexx platform to enhance the delivery of patient care specific to their practice and workflow and create efficiency in practice operations.

2009 culminated in a banner year for the company, as it celebrated its tenth anniversary. “When we started Medicity a decade ago, a key goal was to alleviate for other providers the frustration I had felt as a practicing physician about the lack of patient information available to me,” explained James K. Lassetter, M.D., chairman and CEO of Medicity. “That’s

what sets us apart from other vendors in our segment. We understand the needs of physicians, hospitals and community organizations and are uniquely qualified to provide the leadership and technology that enables true health information exchange at all levels: local, regional, statewide and throughout the nation.”

About Medicity

Medicity, the industry standard for health information exchange (HIE), is the leading innovator and largest provider of HIE technology – with more than 700 hospitals, 25,000 physician practices and 250,000 providers in its connected ecosystem. Medicity’s solutions empower hospitals, physicians and HIEs with secure access to and exchange of health information – improving the quality and efficiency of patient care locally, regionally and nationally. For more information, please visit twitter.com/Medicity.

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