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FOR IMMEDIATE RELEASE

MEDICITY ANNOUNCES BROAD SUPPORT OF FEDERAL DIRECT PROJECT, ENABLES CUSTOMERS TO OFFER HISP SERVICES

Using Medicity's technology, Colorado and Ohio will be among the first statewide HIEs to offer HISP services to facilitate the goal of a nationwide interconnected health system

Salt Lake City, Utah – May 5, 2011 – Medicity, the industry standard for health information exchange (HIE), today announced broad-based support for the Office of the National Coordinator's Direct Project specifications, enabling the more than 125,000 physicians using Medicity technology to securely exchange clinical documentation with any other provider using Direct-compliant technology. This support also allows Medicity customers operating health information networks to offer Health Information Service Provider (HISP) services to their communities.

"By equipping our national client base of health information networks to fill the HISP role, we hope to extend Direct Project participation to a significant segment of providers nationwide," said Brent Dover, Medicity's president. "Enhancing our entire product portfolio to support communication using the Direct specifications furthers our clients' and the federal government's objective of improving electronic care collaboration among providers."

The Direct Project is a federal government standard designed to enable simple, secure, email-based exchange of clinical documentation between providers. As HISPs, Medicity customers can assign and administer a health domain address (similar to an email address) for each provider in their network. With a secure health domain address, a provider can exchange clinical documentation with providers or patients registered with a HISP anywhere in the United States.

Colorado and Ohio are just two of the states that will take advantage of Medicity's Direct Project support. Medicity's approach supplements the simple messaging capabilities of the Direct Project with guaranteed delivery, advanced security and encryption, built-in HIE connectivity, access to cross-organizational provider directories, and direct integration with EMRs.

"Our partnership with Medicity will enable CORHIO to offer Colorado-based health care providers HISP services including health domain addresses for secure message exchange," said Carrie Mast, chief information officer with CORHIO, the Colorado Regional Health Information Organization. "Colorado health care providers will greatly benefit from Medicity's support of the Direct Project's messaging specifications, as well as other, more robust HIE services offered by the Medicity technology platform."

Fred Richards, the chief information officer and chief operating officer of the Ohio Health Information Partnership, the state-designated entity charged with creating a health information exchange in Ohio, said Medicity's support of the Direct Project will allow his organization to reach out to physicians and healthcare professionals who might not yet have advanced technology.

“The simple direct message protocol allows additional stakeholders to participate in Ohio’s statewide health information exchange who might not be using more sophisticated protocols,” Richards said. “The Ohio Health Information Partnership is excited to be able to act as a HISP and offer the Direct protocols to improve access to clinical messages.”

“Our mission is to provide every clinician in the state of Ohio a way to securely and easily move clinical information to enhance patient care,” added Dan Paoletti, acting chief executive officer of the Ohio Health Information Partnership. “The strategic partnership with Medicity – along with their commitment to assist us in meeting ONC’s goals – creates an exciting opportunity for Ohio providers to expand the meaningful exchange of health information to improve patient outcomes and efficiency of patient care.”

About Medicity

Medicity, the industry standard for health information exchange (HIE), is the leading innovator and largest provider of HIE technology – with more than 750 hospitals, 125,000 physicians and 250,000 end users 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 www.medicity.com or follow us on twitter.com/Medicity.

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