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ActiveHealth Selects Initiate Systems to Provide Accurate, Real-Time Record Locator and Master Data Management Services for Health Information Exchange

Chicago (*December 4, 2007*) - ActiveHealth Management (ActiveHealth®) has selected [Initiate Patient™](#) and [Initiate Provider™](#) master data management (MDM) solutions from [Initiate Systems, Inc.](#), to help accurately locate, match and link more than 15.8 million patient and 1.5 million provider records from multiple data sources to create a single, complete view of each patient and provider. Initiate Systems solutions also will assist ActiveHealth with improving operational performance by managing disparate sources of patient and provider information in order to reduce duplicate records and more effectively manage ActiveHealth's health information exchange (HIE) with regional health information organizations (RHIOs).

"As we further our efforts with HIE and RHIOs, choosing the right technology solution partner is vital to improving our matching and master data management capabilities," said Frank Norman Jr., executive vice president and CIO at ActiveHealth. "We can only communicate health data regarding opportunities to improve care directly to doctors and patients if we are certain that the information is accurate and timely. We have confidence that technology from Initiate Systems will help us achieve this goal."

ActiveHealth's patented CareEngine® System compares patient health data against up-to-date, evidence-based standards. CareEngine issues clinical alerts, called Care Considerations, to doctors and patients when opportunities for better care are identified. Care Considerations communicate patient-specific information that helps doctors and patients work together to make informed decisions and help the patients achieve optimal health. The Initiate technology will help CareEngine accurately locate and match patient records from a variety of data sources, including health plans, RHIOs, labs, pharmacy benefit management companies, and providers.

“Accurately linking patients with their care records is one of the most important requirements of healthcare systems and is particularly challenging with real-time clinical data,” said [Walt Ellenberger](#), vice president, Initiate Systems. “Our work with ActiveHealth further demonstrates the ability of Initiate software to deliver critical information when and where it is required.”

About ActiveHealth

ActiveHealth Management is a clinically-based, technology-driven health management services company. Health plans, employers and government payers rely on ActiveHealth's CareEngine® System Clinical Decision Support, Disease Management, Health Management and Data Analytics solutions to improve care for those most in need, prevent medical errors, reduce hospitalizations and lower medical costs. Over 15.8 million people nationwide benefit from programs powered by ActiveHealth's patented CareEngine® System. ActiveHealth is an independent subsidiary of Aetna (NYSE: AET). Founded in 1998, ActiveHealth is headquartered in New York City with locations in Chantilly, Virginia, Chicago, Rolling Meadows, Illinois, Greenwood Village, Colorado, and Beachwood, Ohio. For more information, please visit www.activehealth.net.

About Initiate Systems

[Initiate Systems, Inc.](#) enables organizations to strategically leverage and share critical data assets. Its Master Data Management (MDM) [software and experience](#) as an information exchange leader provide organizations with complete, accurate and real-time views of data spread across multiple systems or databases, even outside the firewall. This allows companies to unlock the value of their data assets for competitive advantages or operational improvements. Initiate Systems operates globally through its subsidiaries, with corporate headquarters in Chicago and offices across the U.S., and Toronto, London and Sydney. For more information, visit www.initiatesystems.com.

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