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James M. Fox, MD Joins Vital Data Technology's Strategic Advisory Board

NEWPORT BEACH, Calif.- Jan. 20, 2010 - Vital Data Technology, LLC., an innovator of emergency medical information systems, announced today that Dr. James M. Fox has joined the company's Strategic Advisory Board.

Dr. Fox has been practicing emergency medicine at St. John Hospital and Medical Center, Detroit, MI since 1989. On a teaching level, Dr. Fox is a clinical associate professor at Wayne State University in the Department of Emergency Medicine and has held that position since 1994. Dr. Fox currently sits on Michigan State Medical Society (MSMS) Third Party Liaison Committee, Centers for Medicare and Medicaid Services (CMS) Carrier Advisory Committee and the Michigan College of Emergency Physicians Blue Cross Blue Shield Liaison Committee. Dr. Fox was recognized as a Top Doc in emergency medicine by Hour Detroit magazine in 2008.

"Dr. Fox is a dynamic addition to our very talented team of strategic advisors. His experience and skill in practicing emergency medicine as well as his teaching and committee appointments will provide us with unique insights as we continue to expand Vital Data Technology's presence in the Medicaid, Medicare, and commercial health plan space," said Matthew D'Ambrosia, president and CEO of Vital Data Technology.

The addition of Dr. Fox brings Vital Data's Strategic Advisory Board membership to a total of four. He joins industry veterans Rita Moya, Joan Herman and Thomas Horan, Ph.D., all of whom provide valuable and complementary perspectives about the role and impact health information technology has in reshaping our nation's healthcare system.

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About Vital Data Technology

Headquartered in Newport Beach, Calif., Vital Data Technology, LLC. is an innovator of emergency medical information services that transform the way individuals, health plans, employers and health systems share and act on vital patient data at the point of emergency care. Vital Data Technology strives to ensure that all parties involved in the healthcare continuum benefit from its services. The company's flagship suite of products and services include MyVitalData™ (individuals); MyVitalData PlanLink™ (commercial, Medicare and Medicaid health plans); MyVitalData EmployerLink™ (employers); and MyVitalData ERLink™ (hospitals, health systems, first responder organizations). All Vital Data Technology services utilize a unique and proprietary platform that securely connects essential member information to appropriate emergency care providers – at the time of an emergency. Through MyVitalData's Emergency Communication Gateway™, only authorized and authenticated healthcare and emergency professionals can access member-specific information, ensuring confidentiality while enhancing triage, treatment, follow-up care and/or rescue decisions. The company's solutions save lives, improve outcomes and lower costs by providing accurate member-specific information to the right people at the right time at the right place during an emergency. Vital Data Technology supports the Microsoft HealthVault consumer health platform. For more information, visit www.VitalDataTech.com, or www.MyVitalData.com.

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