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Vital Data Technology Forms Strategic Advisory Board

NEWPORT BEACH, Calif.- May 21, 2009 - Vital Data Technology, LLC., an innovator of emergency medical information systems, announced today the formation of its Strategic Advisory Board, whose inaugural members include:

- **Rita Moya**, former chief executive officer of The National Health Foundation and the Foundation for a Healthy Kentucky, and current advisor to the M Fund,
- **Joan Herman**, president of Herman & Associates and former president and CEO for WellPoint Inc.'s Consumer Business and Specialty, Senior & State Sponsored Business Units, and
- **Thomas Horan, Ph.D.**, director of the Kay Center for E-Health Research at Claremont Graduate University, Claremont, California.

“As Vital Data Technology continues providing need-to-know patient health data at the point of emergency care, we have brought together three uniquely talented industry experts whose insights and experiences will prove invaluable to the growth of our company and the market we serve,” said Matthew D’Ambrosia, president and CEO of Vital Data Technology. “All three of our Strategic Advisory Board members are leaders in their respective fields and know what it takes to successfully bring healthcare service innovations to market.”

Prior to forming The M Fund (a private social enterprise fund devoted to assisting non-profits that are seeking to enhance effectiveness via strategic realignment and for-profit ventures), **Rita Moya** served as vice president of State Solutions for United Health Group/Ingenix, where she led an effort to retool and acquire health technology analytics and other software products for use in government programs (Medicaid and Medicare). Other experience includes serving as chief executive of the Foundation for a Healthy Kentucky and president of the National Health Foundation (NHF).

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Joan Herman has served the insurance and health plan industries for over 30 years, having most recently guided WellPoint's Consumer and Senior, Specialty and State Sponsored business units. At WellPoint, she oversaw innovation and profitable growth in multiple business units. This ranged from the launch of new products targeted at Medicare eligibles to the start-up of a specialty pharmacy business with a state-of-the-art facility featuring industry-leading automation. Additionally, she led efforts to integrate multiple businesses as part of the WellPoint/Anthem merger.

Thomas Horan, Ph.D., is director of the Kay Center for E-Health Research at Claremont Graduate University, Claremont, Calif. Dr. Horan specializes in the design and assessment of electronic health systems, including emergency management and personal health records. His work has been supported by the California HealthCare Foundation, Blue Shield Foundation, and the National Science Foundation. In addition, Dr. Horan has served on the American Health Information Community (AHIC) Consumer Empowerment Workgroup and is currently engaged in several commercializing activities. He has both his master's and doctoral degrees from Claremont Graduate University.

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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