



Media Contacts:

Robert Berra
Vital Data Technology, LLC
949/435-2345
rberra@vitaldatatech.com

Laura Nobles
Nobles Communications
310/795-0497
laura@noblescommunications.com

Health Plan of Michigan Partners with Vital Data Technology to Improve Patient Outcomes

MyVitalData PlanLink™ Service Securely Provides Real-Time Connectivity to Critical Patient Information at the Point of Emergency Care

NEWPORT BEACH, Calif. – June 16, 2009 - Vital Data Technology, an innovator of emergency medical information systems, announced today that the company has signed an agreement with Health Plan of Michigan, one of the State's larger Medicaid health plans serving approximately 175,000 residents in the state of Michigan. Health Plan of Michigan will utilize Vital Data Technology's MyVitalData PlanLink, a comprehensive service with specifically designed tools and applications designed to securely provide patient-specific real time and historic healthcare data at the point of emergency care.

MyVitalData PlanLink leverages the core functionality of Vital Data Technology's MyVitalData consumer platform, the only service of its kind that electronically connects members' essential health information to a secure network of authorized and authenticated emergency care personnel. Utilizing the enhanced speed and accuracy in which PlanLink both disseminates patient information and alerts health care professionals of plan member ER encounters, Health Plan of Michigan expects that MyVitalData PlanLink will assist in helping its member's:

- Continue receiving the most appropriate and highest level of emergency medical services possible when emergency care is needed
- Further engage in available disease management/wellness/preventive care services
- Enhance their continuity of care/follow-up care compliance

“As one of our state's larger Medicaid health plans, we face a unique set of challenges in serving our member population – many of whom don't have established primary care physicians, don't schedule annual screenings or other recommended wellness services, and often use emergency departments for non-emergent care. We believe MyVitalData PlanLink increases our ability to address these and other issues, complementing

our commitment to provide the residents of Michigan with the best possible medical services available.” says Dr. David B. Cotton, MD President /CEO, of Health Plan of Michigan.

Patient-specific health information provided at the point of emergency care leads to better, faster triage and treatment plans, and can decrease the incidences of unnecessary testing or treatment errors.

Hospitals often lack access to patient data at the point of emergency care. Consequently, emergency department professionals must collect this information from a patient who is under medical distress or opt to move forward in treating the patient without key medical data, including a patient’s allergies, existing health conditions, previous surgeries, or current medications, as an example. MyVitalData PlanLink securely places a patient’s “need-to-know” health information in the hands of those who need to make rapid and accurate treatment decisions.

MyVitalData PlanLink also moves beyond the hospital setting to help improve a health plan’s continuity of care with members. The service provides fast, accurate data that better enables health plan nurse/case managers to immediately follow up with members after emergency care visits. This follow up can assist in ensuring that members understand their after-care instructions, fill and take prescribed medications and encourage dialogue about participation in disease management, wellness programs or preventive care services that may be appropriate to the members’ condition or age. Patient compliance with physician-ordered protocols is critical to recovery from an illness or injury, and can help prevent avoidable re-hospitalizations or frequent emergency room visits, thereby helping patients maintain their optimal levels of health while managing overall costs.

“A key driver of change to our healthcare system will be the development and implementation of technologies capable of delivering not only a return on a financial investment, but more importantly, long-term benefit to the health and wellness of patients and our healthcare system,” stated Matthew D’Ambrosia, president and chief executive officer of Vital Data Technology. “We are committed to providing health plans such as Health Plan of Michigan with a multi-faceted service to address factors in today’s healthcare environment including an aging population, inadequate patient data connectivity and a general lack of patient engagement in the management of their own health.”

While available to any authenticated and approved hospital emergency department or first responder organization, the following Michigan-based healthcare partners have joined the Vital Data Technology network and are serving Health Plan of Michigan members:

- Ascension Health:
 - Borgess Medical Center
 - St. Mary’s Hospitals
- Bixby Medical Center
- Garden City Hospital

- Lakeland Healthcare

About MyVitalData PlanLink

MyVitalData PlanLink electronically connects members' essential "need-to-know" health information to a secure network of authorized and authenticated emergency care professionals. MyVitalData PlanLink's platform technology is a hosted service delivered using established Web service protocols and designed based on common standards to ensure integration with disparate systems.

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.

About Health Plan of Michigan

Health Plan of Michigan is the third largest Medicaid HMO in the State of Michigan, providing health care services to over 175,000 Medicaid enrollees through a contract with the Michigan Department of Community Health (DCH). HPM is a privately owned and physician managed Medicaid health plan. Its corporate headquarters is located in Detroit, Michigan. Currently HPM operates in 42 Michigan counties. Health Plan of Michigan was ranked among the Top 15 Medicaid health plans in the country, according to U.S. News & World Report/NCQA's America's Best Health Plans. For more information, visit www.hpmich.com

###