



FOR IMMEDIATE RELEASE

Media Contact:

Jeff Odell
MedVirginia
Senior VP, Marketing and
Business Development
(804) 359-4500 x227
jodell@medvirginia.net

Richmond, VA—July 16, 2007—

MedVirginia Executive to Speak at Disease Management Leadership Forum in Las Vegas

MedVirginia Senior Vice President of Marketing and Business Development, Jeff Odell, has been invited to speak at the **Ninth Annual Disease Management Leadership Forum** at Caesars Palace, Las Vegas, NV, September 16 - 17, 2007. Mr. Odell's presentation: *The Intersection of Regional Health Information Organizations and Care Coordination* will be delivered Monday, September 17, 2007, at 9:00 a.m.

Regional health information organizations (RHIOs) such as MedVirginia are able to aggregate communitywide health information on a patient population and place a new generation of decision support and coordination tools in the hands of the care coordinator and provider. Mr. Odell's presentation looks at how the CenVaNet Medicare Coordinated Care Demonstration and other quality improvement initiatives are benefiting from the MedVirginia RHIO and its communitywide health information exchange. Plans for broader rollout of the capabilities also will be provided.

The Disease Management; Association of Americas 9th Annual Disease Management Leadership Forum (DMLF) is the disease management and care coordination community's largest and most eagerly anticipated event. More than 1,000 professionals will convene with the field's best and brightest to hear the latest developments on critical topics, policy issues and disease management models that change the way health care is delivered to chronically ill patients worldwide. For more information about the conference visit: www.dmaa.org.

About MedVirginia

MedVirginia LLC, established in 2000, is a provider-owned organization based in Richmond, VA. Its organizational purpose is to improve quality, safety and efficiency through the use of health information technology. At its core is *MedVirginia SolutionSM*, a community-based health information exchange linking clinical data from physicians, hospitals, labs and pharmacies. In January 2006, MedVirginia's RHIO became operational, making it among the first "live" RHIOs in the U.S. On February 28, 2007 Governor Timothy M. Kaine announced that MedVirginia will receive funding from the Virginia Health Information Technology (HIT) Council for expansion of capabilities in central Virginia.

###