



## FOR IMMEDIATE RELEASE

### **BlueCross BlueShield of Tennessee Selects Intelimedix, LLC and the Health Information Gateway for Account Reporting**

**Lakeland, FL (October 7, 2008)** – Intelimedix, LLC, a leading provider of Web-based enterprise reporting and statistical analysis solutions for the health insurance industry, has entered into an agreement with BlueCross BlueShield of Tennessee (BCBST) to provide Health Information Gateway® (HIG) software. The HIG, Intelimedix's premiere enterprise reporting and analytics tool for the healthcare industry, will be used by BCBST to provide account reporting to its clients as well as to facilitate in-house statistical research.

BlueCross BlueShield of Tennessee needed a tool to improve efficiencies in account reporting. With nearly 3,000,000 members, BCBST already owns a major market share in the service area, but wanted a solution to take account reporting and analytics capabilities to the next level. BlueCross BlueShield of Tennessee selected Intelimedix and the HIG for numerous reasons.

"In addition to Intelimedix's experience with Blues plans, we were also impressed with their knowledge and expertise in the health payer market as well as that of their staff in the areas of enterprise reporting and complex analytics," said Soyal Momin, Director of Informatics at BlueCross BlueShield of Tennessee. "Our clients are demanding, and BlueCross BlueShield of Tennessee prides itself on exceeding expectations. It is refreshing to find a vendor who is more of a partner than a vendor and who is dedicated to the same 'under promise and over deliver' philosophy as we are. The added flexibility and scalability brought to us by Intelimedix and the Health Information Gateway will enable us to expand and improve our account reporting. The Health Information Gateway's capabilities in the area of complex and sophisticated analytics are an added bonus as we strive to increase the level of transparency that we are able to provide to our clients."

Added Robert Wolverton, President and CEO of Intelimedix, "BlueCross BlueShield of Tennessee is a leader in their market, and we are very pleased to welcome them as an Intelimedix client and partner. The level of service that BlueCross BlueShield of Tennessee provides to their clients is already very impressive. We are proud to be their partner of choice to take that exceptional service to the next level using our Health Information Gateway."

**ABOUT BlueCross BlueShield of Tennessee:**

BlueCross BlueShield of Tennessee is Tennessee's oldest and largest not-for-profit health plan, serving nearly 3 million Tennesseans. Founded in 1945, the Chattanooga-based company is focused on financing affordable health care coverage and providing peace of mind for all Tennesseans. BlueCross serves its members by delivering quality health care products, services, and information. BlueCross BlueShield of Tennessee Inc. is an independent licensee of the BlueCross BlueShield Association. For more information, visit the company's website at [www.bcbst.com](http://www.bcbst.com).

**ABOUT Intelimedix:**

Intelimedix, LLC ([www.Intelimedix.com](http://www.Intelimedix.com)) is a joint venture between Health Studio, LLC and BP Informatics. The company develops, manufactures, commercializes, and sells analytics and reporting application software and services in the healthcare market. IMX offers a broad range of applications, including enterprise-wide analytic and reporting capabilities as well as solutions specific for BHI<sup>®</sup> (Blue Health Intelligence). The company's customizable Health Information Gateway<sup>®</sup> (HIG) is a complete suite of web-based analytic and data mining capabilities that integrate employer, clinical, administrative, and financial information to provide unlimited "drill-everywhere"<sup>™</sup> functionality and generate actionable results.

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