



Corporate Summary

HealthDataInsights (HDI) provides claims integrity services and healthcare analytics that allow payors, providers, TPAs and suppliers to improve control over the cost and quality of healthcare. The company offers software solutions, Internet applications, reports, and a broad array of services to help its clients leverage claims data to make better decisions and reduce costs in the healthcare arena.

HDI was founded by a seasoned team of industry veterans to create transparency in the healthcare industry, enabling evidence-based decisions to help clients achieve optimal claims integrity, quality and cost containment initiatives. Growth strategies include consolidation of this fragmented market via merger and acquisition, as well as strategic partnerships with companies offering products, services and market share beneficial to our customers.

HealthDataInsights Highlights

- Formed in July 2004 via merger of HealthMarketInsights, Inc., established in 2000, and Integrated Healthcare Solutions, Inc., established in 1999.
- Corporate headquarters: Las Vegas, Nevada; additional offices in Newport Beach and San Francisco, California, and Orlando, Florida
- Venture backed; financing provided by Redhills Ventures, LLC and JP Morgan, Chase & Co.
- Employees: 75
- Diversified client base, including Blue Cross Blue Shield organizations, other major health insurers, large TPAs, self-insured employers, providers and suppliers.

Product Offerings

Claim Integrity Division

Claims Integrity 100™ delivers claims data pre-payment and post-payment evaluation, auditing, and reporting to payors, as well as recovery and process improvement recommendations. HDI reviews 100% of a client's claims and utilizes unique data normalization and re-engineering techniques to identify a myriad of overpayments. HDI's proprietary technologies and services assist clients in achieving 100% integrity for their healthcare claims.

HealthCare Analytics Division

HDI's Healthcare Analytics division offers software, Internet applications and reports that allow employers, payors, consumers, and providers to address the underlying healthcare issues that are driving cost increases and understand quality factors. For example, the MyHealthCompass™ website provides detailed provider quality and pricing information to employees and health plan members in a simple format.

Management Team

Victor Chaltiel ~ Chairman & CEO: Prior to founding Redhills Ventures and HDI, Mr. Chaltiel served for five years as Chairman of the Board and Chief Executive Officer of publicly held Total Renal Care Holdings, Inc. now Davita (NYSE: DVA), the nation's second largest provider of renal dialysis services with annual revenues then in excess of \$1 Billion. He was also Chairman and CEO of Total Pharmaceutical Care now Apria (NYSE:AHG); President & COO, Salick Healthcare, Inc. later acquired by Zeneca (NYSE: ZEN); and was associated for 18 years with Baxter International, Inc (NYSE: BAX), holding numerous corporate and divisional management positions, including Group Vice President responsible for International and five domestic divisions (revenues then in excess of \$1 Billion). Mr. Chaltiel is a graduate of the Ecole Supérieure des Sciences Economiques et Commerciales (Essec, Paris, France), and holds a Masters Degree in Business Administration from the Harvard Business School.

Andrea Benko ~ President: Ms. Benko has more than 20 years of experience in the healthcare industry and currently serves as Founder & President of HealthDataInsights™ Healthcare Analytics division. Prior to founding HealthDataInsights™ predecessor, HMI, Ms. Benko served, first as consultant, then as Vice President, Mergers, Acquisitions & Business Development of publicly held Total Renal Care Holding, Inc., now Davita (NYSE:DVA). She also served as President & CEO of privately held Total Physician Services, Inc.; and served for five years in various capacities including Executive Vice President at Total Pharmaceutical Care, Inc., a leading provider of home healthcare and infusion therapy services, which went public in 1991 and which was acquired in 1993 by Abbey now known as Apria Healthcare Group (NYSE; AHG). Ms. Benko holds a B.S. in Nursing with honors, Sigma Theta Tau,



from Wayne State University and holds a Masters Degree in Business Administration from the Harvard Business School.

Chris Massey ~ Vice Chairman and Senior Vice President of Finance: Mr. Massey is a co-founder of HDI's predecessor, Integrated Healthcare Solutions and currently serves as Vice Chairman and SVP. Prior to starting IHS, Massey co-founded and served as Chairman and Chief Executive Officer of EPS Solutions. Prior to forming EPS, he completed a 31-year tenure as Office Managing Partner of the Orange County office of Deloitte & Touche LLP. Mr. Massey achieved significant success at Deloitte, growing the Orange County office staff of 22 professionals to over 750 professionals, making it the largest professional services firm in Orange County. Mr. Massey is a graduate of University of Southern California, and earned a bachelor's degree in business administration. He is also a member of the American Institute of Certified Public Accountants and the California Society of Certified Public Accountants.

Erik Watts ~ Vice Chairman and Chief Strategy Officer: Mr. Watts is a co-founder of HDI's predecessor Integrated Healthcare Solutions and currently serves as Vice Chairman and Chief Strategy Officer. Prior to starting IHS, Mr. Watts co-founded several insurance marketing companies including Exceptional Producers Group and First Financial Resources, two of the nation's largest insurance distribution firms. In addition to building two of the most successful insurance distribution and marketing organizations, Mr. Watts formed EPLIC, which became the nation's largest agent-owned reinsurance company. Mr. Watts has been awarded several of the top honors bestowed on life and health insurance professionals, and will be instrumental in developing the distribution network for HDI's healthcare cash discount program, CashPPO. Mr. Watts is a graduate of San Jose State University, where he earned a bachelor's degree in chemistry. He is a member of the American Association of Life Underwriters and the National Association of Life Underwriters.

Barry Villines ~ President, Claims Integrity Division: Mr. Villines has over eight years experience in developing and delivering healthcare claims audit and recovery solutions with Deloitte & Touche and IHS, during which time he has serviced many of the largest health insurance companies in the individual and small group insurance markets. Mr. Villines' professional services experience with Deloitte & Touche and Kenneth Leventhal & Company (now part of Ernst & Young) spans 8 years, and overall he has a total of 17 years of industry and public accounting experience. Mr. Villines has a bachelor's degree in business administration with an emphasis in accounting from California State University at Fullerton, and he is a member of the American Institute of Certified Public Accountants.

Richard S. Louie ~ President, Healthcare Analytics: Rick Louie brings over 10 years of significant healthcare strategy and business development experience. Mr. Louie also co-founded our San Francisco data mining operations. His prior experience includes consulting for American Practice Management (APM) and for Deloitte & Touche. Mr. Louie holds a B.A. in Economics from Harvard University.

Lynn Thomas ~ Director of Sales: Lynn Thomas has over 15 years of healthcare experience in sales, management, marketing and business development. Most recently, she served as VP of Business Development for PPD Informatics, a software and technical consulting organization serving the pharmaceutical industry. Before joining PPD Informatics, Ms. Thomas held the position of VP of Business Development at NetRegulus, a clinical software company targeting the medical device industry. Previously, Ms. Thomas served as Assistant VP at HCIA (now Solucient), a clinical benchmarking and information firm. She began her career with several account management positions at home healthcare organizations, including national and regional sales management roles at Abbey Healthcare Group, Inc. (formerly Total Pharmaceutical Care) and Olsten Healthcare, Inc.

Partners

Redhills Ventures LLC is a Las Vegas-based venture capital firm that invests primarily in private healthcare companies, from pure start-ups to buyout opportunities. www.redhillsventures.com.

J.P. Morgan Chase & Co.