



iMetrikus and NaviMedix Announce Strategic Alliance to Drive New Approach to Care Management for Health Plans and Physician Practices

iMetrikus' Remote Patient Monitoring Technology and NaviMedix' Healthcare Communications Platform Will Enable Physicians to Be More Actively Engaged In Patient Care Occurring Outside the Provider Office

Mountain View, Calif. and Cambridge, Mass. — June 24, 2008 — [iMetrikus](#)[®] and [NaviMedix](#) today announced a strategic partnership that marks a new approach to care management. The combination of iMetrikus' remote patient monitoring technology and NaviMedix' NaviNet[®] platform will enable physicians who are treating at risk and chronically ill patients to be more actively engaged in patient care occurring outside the provider office. NaviNet, the industry's leading multi-sponsor healthcare communications solution, is used by over 540,000 providers across the country to interact online with health plans and healthcare services companies to perform sophisticated clinical and business transactions. iMetrikus will leverage NaviMedix' physician network and the NaviNet platform to create a first-of-its-kind care management solution that allows providers to access data from iMetrikus' low-cost remote patient monitoring solutions.

"iMetrikus and NaviMedix share a vision of a new care management model that seeks to actively engage patients and their physicians, leveraging real time longitudinal biometric information and diminishing the reliance on third party care managers," said Larry Leisure, president of iMetrikus. "Our alliance with NaviMedix will empower the provider to encourage patient enrollment in and sustained participation in disease management programs and other aligned incentives, resulting in healthier patients as well as reduced clinical and administrative costs."

"As the NaviMedix provider network continues to expand, NaviNet has become the communications platform of choice for a wide variety of healthcare companies seeking to interact with large national and regional provider communities," said Tim Hargarten, CEO of NaviMedix. "Our unique approach offers sophisticated, interactive communications among payers, providers and other stakeholders, making us a perfect partner for iMetrikus' innovative vision for care management. We believe that insurers and their employer customers will place a high value on this enhanced provider communication and member engagement channel."

The joint approach creates a coordinated, effective treatment plan that starts with deeper engagement between the patient and physician, enabling payers to better utilize the physician-patient relationship to positively impact outcomes and cost. Payers will be able to offer physicians a cost-effective and hassle-free way to monitor and supervise patient treatment that happens outside their offices. Physicians will be able to directly engage with the chronically ill patient, at home or elsewhere, to ensure follow-through with recommended care and to check on and reinforce patient compliance with their care plan.

About iMetrikus

iMetrikus® is the leading provider of low-cost access to active biometric data to increase engagement, enrich care provision, improve health, and reduce costs. The iMetrikus solution set provides health plans, disease management companies, integrated delivery networks, physicians and other care providers with tools that improve the sharing of information between individuals and their care team. iMetrikus offers award winning products to help improve care for people with diabetes, asthma, COPD, hypertension, cardiovascular disease, obesity, and for general health and wellness.

iMetrikus is a privately held company headquartered in Mountain View, California. The company markets in the United States and internationally.

For more information, visit www.imetrikus.com or call us at (650) 396-1200.

About NaviMedix

NaviMedix is the industry leader in healthcare provider communications, with a national network of over 540,000 enrolled providers using its solutions and services. NaviNet®, the company's sophisticated Web-based communications solution, allows providers to interact with the country's leading health plans, including four of the six largest payers, and other sponsoring healthcare service organizations. NaviNet enables sponsors to reach a national network of providers who tap into the solution frequently for medical and business interactions. NaviMedix solutions deliver relevant information from multiple sources into the provider office to support clinical, administrative and financial decision-making and drive more effective physician engagement. For more information, please visit www.navimedix.com or call us at 617-715-6000 or 800-805-7569.

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