



Pathway Alliance Joins Convenient Care Association as Associate Member

San Diego, CA, July 2007 - Pathway Alliance, a group of solution providers servicing the consumer direct healthcare market, announced today they have joined the Convenient Care Association (CCA) as an Associate Member and will participate on the CCA's Corporate Advisory Board. Pathway Alliance's goal is to provide marketing insight and a unique vision of best practices to vendors, retailers, clinic operators, hospitals and other providers. The membership presents a unique opportunity.

"Joining the CCA fits with our total vision," Michael Rubenstein, Executive Director of Pathway Alliance said when the announcement was first made public.

"Though we have a significant presence in all aspects of healthcare, Pathway Alliance has an especially strong interest in the consumer direct healthcare movement. Consumers are taking charge of their healthcare and have become increasingly more passionate about the direction the industry takes. They are starting to view their individual and family-centered healthcare initiatives as a significant portion of their total investment portfolio. We are here to help streamline that vision." Rubenstein added.

Pathway Alliance is taking a committed interest in the explosive nature of consumerism in healthcare and has been actively involved with the convenient care market, retail health, and pharmacy industries for some time now. Because the seven solution providers that make up Pathway Alliance have previously been vigorous and innovative within this market, the move to join the CCA was a natural extension of an already existent effort.

The most alluring component that attracted Pathway Alliance to the CCA, continues to be its unwavering commitment to provide structure to a burgeoning new industry that is barely eight years old and has a patient satisfaction rating in the high ninetieth percentile.

"It is apparent, the Convenient Care Industry is focusing on best practices," Rubenstein added, "and bringing together clinic operators, traditional healthcare providers, employers, and retailers to create an innovative, patient-centric healthcare model. We want to be part of that effort."

"The Convenient Care Association is excited to welcome Pathway Alliance as an Associate Member," said Tine Hansen-Turton, Executive Director of the CCA. "We look forward to receiving the Alliance's input through its participation on the CCA Corporate Advisory Board, and working together to bring convenient, high-quality, price-transparent healthcare to patients throughout the country."

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Pathway Alliance's decision to join the CCA means retailers, health systems, hospitals, employers, public corporations and venture capital firms that are entering into the convenient care market, will now have more direct access to the Pathway Alliance's tools and capabilities.

The companies that comprise the Pathway Alliance are solution providers that are intimately familiar with the challenges that the industry faces. Pathway Alliance is in a unique position to speak directly with clinic operators, employers, and retailers in the space because they are thought leaders that sit on the periphery of this industry and can make objectively solid enhancements to their offering based on the empirical challenges that these stakeholders witness day after day. Pathway Alliance's support of the CCA, as an Associate Member, continues to make this possible.

About Pathway Alliance

The Pathway Alliance was formed as an official entity in May 2007. Prior to that, the group of seven various solution providers partnered with one another to provide turnkey solutions to a variety of healthcare vertical markets including, but not exclusive to, convenient care, employers, bariatric surgery / bariatric physician practices, retailers, medical spa operators, plastic surgery centers, urgent care facilities, hospital and health systems, employee assistance programs, and the occupational medicine market.

As a single entity Pathway Alliance is comprised of:

- Hoyt Highland Partners: a "best of class" market intelligence and targeted marketing firm, focused on consumer marketing disciplines, specializing in customized marketing analytics and site location analysis
- iMetrikus, Inc.: a chronic condition monitoring and Personal Health Record offering for medication therapy management services
- MEDEX: a full service consulting organization that offers assistance with Planning, Startup/Implementation and Practice Management, including contracting/credentialing and billing services.
- Pacific West Construction / GranDesign Studio : a combined national architectural design and construction firm that actively builds out free standing and internal store-based convenient care clinics, pharmacies, and medical facilities across the United States
- Pragmate: an Internet-based productivity, quality assurance and utilization tool
- Raintree Systems: an EMR / Practice Management tool complete with billing, scheduling, EMR, reporting, and inventory control management capabilities.

Pathway Alliance has relationships with hundreds of entities in the convenient care market and thousands of healthcare providers, various healthcare investors, retailers, employers, and pharmacies that are all very much a part of the new order facing healthcare today. Many of these relationships are comprised of the thought leaders who are paving the way for free enterprise and its positive impact on America's healthcare system.

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Pathway Alliance includes the country's premiere technology companies and organizations striving to make a difference in healthcare while prioritizing the patient above all else.

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About Convenient Care Association

The Convenient Care Association is a non-profit organization representing convenient care clinics that provide accessible, affordable healthcare throughout the United States. Primarily staffed by Nurse Practitioners and Physicians Assistants, these clinics provide routine, non-emergency services to walk-in patients at affordable prices seven days a week. The CCA is committed to the ongoing development of uniform, national, high-quality and consumer-driven patient care performance standards, including medical record sharing procedures with physicians and other healthcare providers, and best practices for patient follow-up care.

For more information about the Convenient Care Association, please visit:
www.convenientcareassociation.org.