CORPORATE
BACKGROUNDER

Where Intelligent Decision Making Begins™

urix

CORPORATE OVERVIEW

Urix is a leading innovator in the science and technology of health care business intelligence (BI) and predictive modeling. Urix solutions combine documented science with advanced analytics that provide customers with the tools needed to improve health outcomes and control costs. The technology cleanses, consolidates and optimizes medical claims data from multiple sources and creates a visual user experience with easy to use interactive dashboards inside a flexible reporting environment. Urix solutions enable health plans, self-insured employers, provider organizations and policy makers to take control of their data to identify the drivers of present and future health care trends and convert observations into actions.

In October of 2006, Urix combined forces in a merger with DxCG, the leading predictive modeling company dedicated to promoting fair & efficient health care through its industry standard predictive models. DxCG, now a division of Urix, continues to provide research into the science of risk adjustment and predictive modeling. More than 350 customers in the United States and abroad use the most publicly researched DxCG predictive models - the **Diagnostic Cost Group (DCG)** and **RxGroups®** models, to pay providers fairly, create health-based payments, identify opportunities for care management, and evaluate the efficiency of managed care programs to help deliver the best quality of care to their patients.

The combination of Urix technologies and DxCG science represents the foundation for a growing independent provider of innovative health care analytics and decision support solutions. As a member of the ISO family of companies, Urix has the support of one of the most trusted and premier provider of solutions designed to help customers, measure, manage and reduce risk.

With an unprecedented level of market, science and technical expertise, we offer a powerful portfolio of products to serve the needs of the entire health care marketplace, help advance the way you do business and set a new standard for financing, managing and delivering health care in the United States and abroad.

THE HEALTH CARE INDUSTRY

Urix solutions are applicable to multiple areas of the health care industry. Urix empowers   decision makers from managed care organizations to utilize the valuable information in medical claims data to understand the complex business of health care. Success
in today's health care industry demands decision makers to acquire the knowledge to make intelligent decisions quickly and easily. This is made possible through a combination of DxCG's progressive science and our sophisticated software delivery platform. Urix tools work with all kinds of large datasets from hospital and physician claims, to drug prescriptions and lab tests, membership and eligibility files. Our software can transform data into clinically meaningful information about each patient, and our predictive models build predictions based on this information - one patient at a time. This provides decision makers with an easier way to extract important answers out of vast amounts of data, to make intelligent business decisions.

Better information leads to better decisions and is the hallmark of our methodology. With an extensive range of applications to choose from, Urix solutions serve the needs of a broad range of health care decision makers from all over the world. Some key applications include:

- Employer Reporting
- Care and Disease Management
- Hospitalization and other Health Event Outcomes
- Risk-adjusted Health-based Payment
- Provider Profiling
- Pay-for-Performance
- Underwriting
- Actuarial

Urix solutions address all strategic business processes for efficient health care management and are available as either an enterprise solution or stand alone product, and can be deployed directly or through partnerships with other technology vendors and our alliance partner relationships.

Urix has a global network of clients, business partners and works with Microsoft® and other leading vendors to provide superior products to its customers.

OUR PORTFOLIO OF PRODUCTS AND SERVICES

Urix offers an array of products and services to solve multiple heath care management concerns - from health care analytics and business intelligence to DxCG predictive models. The DxCG division provides the most recognized, publicly researched and published models in the industry - the **Diagnostic Cost Group (DCG)** model and pharmacy model, **RxGroups®.** DxCG also provides multiple advanced models, including a Likelihood of Hospitalization Model, Lag model for Underwriting and High-Cost Case Model. Multiple constituencies within a health care organization - from actuaries to network managers to chief medical officers - can unleash the power of prediction by using DxCG predictive modeling. We offer the following solutions that all embed DxCG models:

RiskSmart™

RiskSmart offers ease of use and integration
flexibility when employing DxCG models. With our modeling engine, users can install and access all of our documented premier models from their internally designed processing and reporting systems. As an
added plus, users that prefer a user-friendly interface can choose to license the graphical user-interface.

Urix Analytic Platform™(UAP)

The Urix Analytic Platform (UAP) is a fully secured web-based health care claims analysis and reporting environment. The UAP tools (executive dashboards, schedule reporting, etc.) are delivered in an easy to use Internet interface that gives you access

to powerful, content rich, quantitative and qualitative health care business intelligence analytics and reporting to support strategic business decisions. The UAP seamlessly integrates data from many data sources into a common data warehouse to produce consistent, accurate results and can be customized to your organization - unlocking the power of your health care data by delivering consistent, meaningful, timely, business information.

RiskSmart™ Global Edition

RiskSmart Global Edition was developed to offer customers outside of the U.S. the same risk-adjustment and predictive modeling capabilities as our U.S. customers. RiskSmart Global uses an ICD-10 and anatomical therapeutic coding system from the World Health Organization.

DM Estimator™

DM Estimator provides customers with a tool to help them estimate illness burden for a new account or prospect when administrative claims data are not available. The software helps customers understand the potential for savings if a disease management program were implemented for a given population. DM Estimator is offered as a low-cost, web-based application you can easily access directly from the DxCG Web site and generate results in a series of reports.

Professional Services Group

The Professional Services Group helps customers leverage their health care data by applying proven science and industry expertise to uncover the information needed to help customers deliver maximum business results. Staffed by health economists and predictive modeling researchers, seasoned health care IT experts, clinicians and former health plan executives, the Professional Services Group enhances customers' ability to apply knowledge driven decision support that improves technical, clinical, financial and operational resources.

OUR EXECUTIVE TEAM

Mike Coyne
President

Mike Coyne is responsible for the overall strategic direction of Urix. Mike joined DxCG in 2005 as Director of Strategic Planning, where he coordinated the development and implementation of DxCG's strategic initiatives. Prior to joining the company, Mike held a number of positions at ISO, Urix's parent company. Most recently, he was a member of the corporate business development group, where he focused on acquisitions, partnerships and strategic alliances in the health care space. Before joining business development, Mike was a product manager in ISO's AISG division, where he was responsible for the ongoing development of ISO's flagship anti-fraud product, ISO ClaimSearch, as well as supporting data products, including public records and criminal records.

Earlier in his career, Mike was an associate in the professional liability group of Mendes & Mount, LLP, where he served as monitoring counsel for the London insurance market.

Mike holds an M.B.A. in finance from Fordham University, a J.D. from St. John's University, and a B.A. from College of the Holy Cross.

Diane Laurent
Senior Vice President, Business Development

As Senior Vice President of Business Development, Diane Laurent is responsible for the annual growth and development of Urix. Ms. Laurent's wealth of managed care experienced combined with health care information technology has led the company to experience extraordinary growth.

Diane joined Urix's DxCG division in 2000, with over 20 years of experience. Since her tenure, DxCG grew an average of 50% annually with increased profitability each year. Clients have grown from 12 in 2000 to more than 350 today. She also conceptualized the High Cost Case Model, an application of the DCG methodology for case management and reinsurance solutions.

Earlier in her career, Diane was Vice President of Business Development & Client Counseling, New England Region, for McKesson/Access Health Group and National Director of Partnership Management at Paradigm Health Corporation.

Diane has a B.S. in Business Marketing from the University of Minnesota.

Atul Mistry
Vice President, Technology

Atul Mistry has 13 years of experience working with and applying emerging technologies. As Urix's Vice President of Technology, Atul is responsible for the delivery of technology initiatives, including development and application of emerging technologies into the product suite.

Early in his career, while at TRW, BBN, and IBM, he focused on large scale distributed computing applications for the government (DoD) and scientific (NASA), requiring him to consider and evaluate the impact of technology on large-scale complex systems. This experience allowed Atul to develop the ability to view the entire software system and its effects on business and technical areas. Atul used those skills as the Regional Technology Officer at Breakaway Solutions, to provide concise advice to stack holders on system improvement and evolution, and emerging technology impact on their business.

Atul has a Masters in Systems Engineering specializing in distributed systems from Boston University, and a Bachelor of Science in Electrical Engineering from the University of Massachusetts.

Kathleen Larson Day
Vice President, Strategy and Development

Kathleen Larson Day serves as the the Vice President of Strategy and Development at Urix, Inc., which includes the DxCG Science Division. Ms. Larson Day is responsible for the company's ongoing growth through partnerships and new market strategies. Before the corporate unification of Urix and DxCG, Kathleen has also served as Vice President of Product Management at DxCG.

Before joining Urix, Ms. Larson Day worked at athenahealth, Inc., a practice management and EMR software and service provider. As Director of Transaction Services, Ms. Larson Day built an effective business knowledge research department and was instrumental in the creation of "athenaRules", the largest real-time database of payer rules and regulations in the industry. Ms. Larson Day then became the Director of Clinical Product Development and contributed to the initial blueprint of athenahealth's new product, "athenaClinicals." This unique web-based service capitalizes on the knowledge structure already developed to service athena's revenue cycle management clients in order to bring efficiencies to the clinical side of the practice.

Ms. Larson Day has attended MIT's Sloan School of Management and Franklin and Marshall College.

David Foster

Vice President, Client Solutions

David Foster brings a decade of experience in all phases of the software development lifecycle to Urix. His particular expertise lies in transitioning products to advanced technologies and providing a clear understanding of the product function to customers.

Prior to joining the company, David was Director of Product Development for Solucient, where he managed the development of a population profiling system and the transition of a claims edit system, and Manager of Application Development for Response, where he managed the development of clinical outcomes measurement systems.

David has a Bachelor of Science in Computer Applications from the New England Institute of Technology.

Andrea Cianfarini

Vice President, Operations and Health Care Analytics

Andrea Cianfarini is responsible for the DxCG suite of science and products, as well as various Urix operational initiatives in its Boston and German offices.
Prior to her current role, she served as director of research for the DxCG Division, coordinating the day-to-day work of the research team, including business case development, capacity planning, and resource allocation.

Before joining Urix, Inc., Andrea managed external clinical program operations and its effect on cost and quality trends for Blue Shield of California. She has also worked as a Research Consultant for Boston Medical Center and as a project analyst for Doctors without Borders in San Salvador, El Salvador.

She received her Masters of Public Health from Boston University, and B.S. in Psychobiology from the University of California, Los Angeles.

Rong Yi, Ph.D.
Senior Scientist

Rong Yi is a Senior Scientist of Urix's DxCG division. She participates in the ongoing research and development of the Diagnostic Cost Group (DCG) risk adjustment methodologies. Rong brings her strong applied analytical and quantitative skills in economics and finance, to develop DxCG predictive models for the health care financial market.

Before joining DxCG in 2001, Rong was a research assistant and a research fellow at Boston University where she participated in a number of research projects on health economics, industrial organization, and economic development. She was also an instructor at the School of Management and the College of Arts and Sciences at Boston University.

She received her Ph.D. in Economics and an MA in Political Economy from Boston University, and B.S. in Regional Economics from Peking University, Beijing, China.

Anju Joglekar, Ph.D.
Senior Scientist

Anju Joglekar has an extensive background in the research and development of population-based, disease specific, cost benefit analysis models. She is Senior Scientist at Urix's DxCG division and is responsible for leading the development and enhancements of the DCG chronic care models.

Previously, Anju was Vice President of Statistical Services at Medical Scientists, where she led the development of population-based chronic care models and researched the clinical and epidemiological aspects of several major chronic conditions such as coronary artery disease, diabetes, asthma, hepatitis C, congestive heart failure and depression. In this capacity, she also developed the first model to estimate the return-on-investment (ROI) of smoking cessation, and collaborated with actuaries to build an "all medical costs" model.

She received her M.S. and doctorate in Statistics from the University of Delaware and M.A. from the University of Bombay in India.

Our Customers

Urix is proud of our growing list of customers that represent a variety of industries across the heath care spectrum.

Health Plans
Capital Health Plan
Highmark
Kaiser Permanente
Fallon Community Health Plan
Monroe Plan for Medical Care, Inc.
Blue Cross Blue Shield of Michigan
CareFirst

Provider Groups
Provider Service Network
Partners Community HealthCare
Sutter Connect

Employer Coalitions
Massachusetts Group Insurance Commission
Pacific Business Group on Health
New England Healthcare Employers Welfare and Pension Funds

Government Agencies
Massachusetts Division of Medical Assistance (MassHealth)
U.S Department of Veterans Affairs

International
The National Institute for Health Policy (Israel)
German Physician Payment Commission

COMPANY OWNERSHIP

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