

**CAREADVANTAGE INVITED TO PARTICIPATE IN
DMAA & URAC ANNUAL MEETINGS**

CareAdvantage, Inc. (CAI) was invited to participate, for the 2nd year, in the Disease Management Association of America's (DMAA) 9th Annual Disease Management Leadership Forum, September 16-19 and URAC's 8th Annual Quality Summit and Exhibit, October 3-5, 2007. Both events were held in Las Vegas, Nevada. CAI illustrated how the complexity of a given disease has an impact on disease management program design and the value of using a cohort analysis approach to evaluate the performance and effectiveness of disease management (DM) programs and vendors.

Drs William Vennart, MD, (VP and National Medical Director at CAI), Richard Bernstein, MD, (Senior Medical Director at CAI) and Stephen Perkins, MD, (Director, Vermont Operations at CAI) Corporate Medical Director for CAI's client, Blue Cross Blue Shield of Vermont, demonstrated the importance of understanding a disease's complexity as a prerequisite for determining appropriate disease management interventions and how critical it is to take into account case mix and severity differences for a given disease. The presentations described the use of cohort analysis as a credible approach to evaluate disease management performance. For evaluation of the effectiveness, the cohort included clinical heterogeneity, continuously enrolled members, single plan design, a two year baseline period and outcome metrics, such as gaps in care, utilization and disease progression.

The presentations discussed the use of the Clinical Risk Group (CRG) stratification and how it supports the goal of minimizing major confounding factors related to the disease under focus. Measuring the impact on all members with the disease, not just those enrolled in the DM program, can minimize selection bias, another important element in the analysis. The presentations described how the cohort approach was used to trend a disease management program's impact on the members selected using the criteria outlined above.

About URAC

URAC is an independent, nonprofit organization, and a well-known leader in promoting health care quality through its accreditation and certification programs. Through its broad-based governance structure and an inclusive standards development process, URAC ensures that all stakeholders are represented in establishing meaningful quality measures for the entire health care industry. Learn more by visiting URAC online at www.urac.org.

About the Disease Management Association of America

The Disease Management Association of America (DMAA), a non-profit membership Association, represents all stakeholders in disease management and care coordination. DMAA promotes the role of disease management in raising the quality of care, improving health outcomes, and reducing health care costs for individuals with chronic conditions. Learn more by visiting DMAA online at www.dmaa.org.

About CareAdvantage, Inc.

CareAdvantage, Inc., founded in 1994, is a management consulting company, specializing in improving health care delivery through state of the art care management solutions for health plans, employers, national consulting firms, hospital systems and other purchaser groups. CAI's decision support tools (RPNavigator, RPN³), in concert with the underlying CRG classification methodology and RPN APR-DRGs from 3M Health Information Systems, may be used on an enterprise wide basis for various initiatives. The CareAdvantage team consists of former health plan executives, senior medical directors, and care management operation directors, as well as, experts in clinical data analysis and information technology. Learn more by visiting CAI online at www.careadvantage.com.