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For Immediate Release

Healthcare IQ provides comprehensive data management and analytics platform
Visibility and transparency empower hospitals across the country

(Tampa, FL) March 18, 2013—Healthcare IQ announces its new position in the healthcare marketplace in conjunction with the release of its new data management platform. With more than 12 years' experience, Healthcare IQ is poised to help hospitals across the country achieve revolutionary advancements in clinical, financial and operational analytics. Through a highly advanced data management paradigm and clinical efficacy informatics, Healthcare IQ offers a comprehensive solution without equal in the industry. Built upon a data warehouse boasting unparalleled data integrity and detail, Healthcare IQ offers a compilation of services, technology and solutions that can easily be customized to address the unique needs of each customer. This innovative solution is composed of the following elements:

      Informatics IQ: This user-friendly, Web-based technology gives hospitals an unprecedented level of access to normalized data such as benchmarks, suggested product substitutions and cross-referenced distributor information, as well as the ability to access data in seconds. Advanced features include dashboards, contract management and an analytics tool that allows users to format data based on their preference (e.g., graph, chart, Excel spreadsheet).

      Colours IQ: Revolutionary in its ability to relay and translate millions of complex data points with graphics in seconds, this technology is known as the "visual language of data." With the ability to seamlessly aggregate data from multiple systems and facilities, Colours IQ integrates millions of data points into one easy to use solution, providing hospitals with the Total Clinically Integrated Solution. This solution is redefining the way hospitals do business because it has the capability to unify decision-makers with unbiased, actionable and easily understood data.

      IQ Center: Located at Healthcare IQ headquarters, this state-of-the-art communications center has the resources, technology and breadth of knowledge to assist hospitals either ongoing or on a project basis. Composed of analysts with comprehensive trending and business experience and clinicians who have acquired extensive knowledge from years of working in hospitals, these experts provide comprehensive data and critical analysis to help customers meet, and often exceed, their goals.

      The data warehouse is Healthcare IQ's foundation for excellence and customer success, which is why an in-house team of experts are dedicated to ensuring that data is perpetually normalized and enriched. With more than 6 million plus data points, the breadth and depth of the data warehouse constantly expands as new clinical and supply chain data is continuously submitted.

      Hospitals are at a critical point where cutting spend is the only option for survival and ultimately, success. Many have chosen to partner with Healthcare IQ and have since reaped the empowering benefits of the data visibility, transparency and expert advice this comprehensive solution provides.

      For more information, visit Healthcare IQ on the Web at HCIQ.com, or call 855-442-IQIQ (4747).

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About Healthcare IQ

Healthcare IQ is an independent data management and analytics company that is setting the industry standard for healthcare informatics. A wide range of data collected throughout a 12-year period is the solid foundation upon which Healthcare IQ and its suite of products and services are built. In addition, the company has a highly specialized team of healthcare technology experts, analysts, operations managers and clinicians who work collaboratively to provide highly effective results for our customers.