



Health Language Launches LEAP I-10, a User Friendly, Cloud-based ICD-10 Conversion Solution at HIMSS11

Enables providers and payers to prepare for, assess and preemptively address financial, technology and operational impact of migration

ORLANDO, FLA. (HIMSS BOOTH #1821) – FEB. 21, 2011 – Health Language, Inc. ® (HLI), the global leader in medical terminology management, launched LEAP I-10 (Language Engine Access Portal I-10) today at the 2011 Healthcare Information and Management Systems Society Annual Conference and Exhibition (HIMSS11). LEAP I-10 is an affordable, easy-to-use, scalable solution that simplifies the conversion from ICD-9-CM to ICD-10-CM. HLI will demonstrate LEAP I-10 at Booth #1821 throughout HIMSS11, which runs from Feb. 20-23 at the Orange County Convention Center in Orlando, Fla.

Going beyond mere logistics, LEAP I-10 also provides organization-specific, actionable intelligence gleaned from real-world migration simulations based on the organization's actual data. Advanced analytics and reporting capabilities allow quick identification of potential clinical and financial risks associated with the transition. For example, if unfavorable reimbursement variances are identified, LEAP I-10 enables the immediate creation of customized maps and re-testing to achieve revenue neutrality. With hundreds or thousands of mappings needed to transition to ICD-10-CM, just one incorrect mapping could result in a loss of hundreds of thousands of dollars in reimbursements.

The conversion to ICD-10-CM, which will impact hospitals, physicians, other caregivers and payers, will increase the number of diagnosis and procedure codes almost tenfold from 15,000 in ICD-9 to 140,000 in ICD-10. Currently, healthcare organizations rely on a wide variety of ICD-9 code sets for departments, specialties, quality initiatives,

employer-sponsored health plans, and many others. Assigning highly skilled, valuable terminologists, coders and nurses to tackle each ICD-10 conversion separately will be time-consuming, very expensive and prone to human error. Using LEAP I-10's browser-based mapping tool for local and standard terminologies can significantly cut the conversion time and identify financial risk.

LEAP I-10 is built on the proven HLI Language Engine® (LE) foundation that has been in production for more than a decade, and performs enterprise-wide terminology management functions such as standard and custom mapping, modeling, analysis and local content management for providers, healthcare payers, vendors and health agencies on five continents. The LE provides access to more than 100 clinical and administrative code sets, including SNOMED CT, ICD-9, ICD-10, LOINC, RxNorm and HCPCS and HLI's custom provider and consumer friendly terminologies. The powerful, flexible, scalable solution and enabling tools update, map, search, integrate and manage medical terminologies to create true healthcare IT (HIT) interoperability.

"The deadline for switching to ICD-10-CM is in just a little more than two-and-a-half years – a very short time period to complete the massive overhaul this transition requires," explained HLI CEO George Schwend. "According to industry experts, many organizations are just getting serious about figuring out how to make this change. Realistically, it may already be too late for them to rely on cookie cutter solutions that don't reflect their specific circumstances and that need a huge influx of expensive IT talent to be successful. Additionally, convoluted roadmaps aren't the best answer either. They require expensive consulting services and don't lay the foundation for future updates and data exchange requirements."

Schwend added, "HLI's LEAP I-10 leverages the world's top medical terminology management solution and the flexibility and affordability of a cloud-based, fully customizable solution that is equipped to take them through the conversion process quickly and efficiently while laying the groundwork for data exchange and interoperability. LEAP I-10 also provides enabling tools to ease the transition from ICD

9 to ICD-10. And, we designed it to be so intuitive to use that most people with average computer skills can begin basic mapping activities after about an hour of training. We're excited to unveil LEAP I-10 at HIMSS and look forward to receiving feedback, but we've already had lots of interest as word circulated during the beta development stage about what LEAP I-10 has to offer."

About Health Language Inc.

Denver-based Health Language, Inc. (HLI) develops and delivers state-of-the-art software solutions that automatically incorporate medical vocabulary and coding standards into healthcare information technology (HCIT) applications. HLI's Language Engine (LE) allows centralized access to medical terminology standards and generates mappings to create a common pool of standardized codes and concepts that enhance patient safety, facilitate clinical outcomes analysis and accelerate reimbursement. It also provides standards for modeling, storing, updating and distributing information consistently for interoperability between hospitals, regions and countries. For more information, visit www.healthlanguage.com or call 720.940.2900.

Subject: Press Release for 2/21/2011, opening morning of HIMSS

###