



For Immediate Release

**PORTBLUE ANNOUNCES PRACTICESENSE™, A COMPREHENSIVE
INTERACTIVE MEDICAL PRACTICE DECISION SUPPORT SYSTEM**

*Web-Based Medical Practice Applications Analyze High Level Data,
Provide 'Dashboard' Snapshot of Practice Efficiency, Payer Contracts,
Budgets and Expenses for Practices of Any Size*

LOS ANGELES, Calif. (June 21, 2006) - PortBlue (www.portblue.com), a leading provider of web-based expert systems, today announced the launch of PracticeSense -- the industry's first comprehensive and interactive medical practice analysis suite.

Created in tandem with a respected expert in the practice management field, PracticeSense analyzes data in multiple areas of practice management, enabling both practice administrators and individual physicians to understand and optimize the business end of their medical practice. Using a powerful dashboard tool, PracticeSense provides users with a "data snapshot" of payer contracts analysis, provider compensation, and budgets and expenses.

"PracticeSense turns what had been passive data into highly useful, actionable information," said Paul Dimitruk, CEO PortBlue. "Medical practice management data has been around for some time, but it's been fragmented and, frankly, less valuable to the practice than it needs to be. Now, the practice manager can view exactly what makes the practice tick. The graphs and charts available through the dashboard show managers exactly how to interpret their information and adjust the individual areas within their practice to optimize performance. Areas operating at sub-optimal levels can be flagged in real-time for improvement. That's very powerful information."

"Office management is a complex process with many variables to track," said Sherry Elliott, Vice Chair of Operations, Department of Radiology, VCU Health System,

and member of the MGMA Board of Directors. “PortBlue’s PracticeSense means that office managers will be able to interpret business-critical data more easily and with more efficiency than ever before. In a time when healthcare is becoming more complex, both in procedure and payment, PracticeSense takes the guesswork out of managing office optimization.”

PracticeSense consists of three discrete applications, each available as individual subscriptions or together in a bundle. The suite will be available by annual subscription to individual physicians, physician practice groups or through integrated delivery networks (IDNs). Subscriptions will run \$179.99 per application per physician per year, with reseller prices available through the IDNs. The PracticeSense applications will be hosted on PortBlue’s secure server and accessed through the user’s Web browser. There are no upfront software charges, no updates to purchase and no client-side data storage requirements.

The PracticeSense applications include:

- *Payer Analysis*: this application provides detailed analyses to optimize payer contracts. It analyzes contracts based on volume and RVUs, calculating an average contract rate, comparing contracted rates to actual collection rates, balancing the fee schedule, and analyzing the highest-volume CPTs for a practice.
- *Provider Productivity*: this application analyzes provider productivity based on work RVUs, adjusting for non-clinical tasks. In addition, it models incentive plans customized to the providers’ productivity levels. Taking into account variables such as the number of physicians, part-time vs. full-time workers, clinical and non-clinical duties, benefit levels and other independent office factors, PracticeSense helps determine the optimal incentive plan customized for a particular medical practice.
- *Budget Tracking*: this application enables a practice to develop a budget and track their expenses. It notifies the user of problem areas, and calculates variance from the budget on an on-going basis.

- *Practice Dashboard*: the dashboard application tracks and graphs the data output of all other PracticeSense applications over months, quarters, and years. The dashboard is included in the subscription of the other applications.

PracticeSense is designed for use by individual physician practices and ambulatory surgery centers (ASCs) of all specialties.

About PortBlue Corporation

Founded in Los Angeles in 2000, PortBlue Corporation (www.portblue.com) provides a highly innovative system for building web-based decision support systems. The practical know-how of recognized experts is rapidly transformed into web-based training, work process and decision-support tools and systems in the form of PortBlue hosted applications accessible 24/7. PortBlue's systems effectively mentor and guide users – be they employees, customers, or trainees -- through tasks and processes to optimal decisions and outcomes.

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