

PORTBLUE[®]

CORPORATION

For Immediate Release

PORTBLUE ANNOUNCES NEW AGREEMENT WITH OLYMPUS

Olympus to Offer PracticeSense[™] Medical Practice Business Optimization Software Through EndoSite Consulting Service

LOS ANGELES, Calif. (January 3, 2007) -- PortBlue Corporation (www.portblue.com), a leading provider of web-based expert systems, today announced an agreement with Olympus, a precision technology leader, creating innovative opto-digital solutions in healthcare, life science and consumer electronics products, under which Olympus America will market PortBlue's PracticeSense[™] medical practice business optimization software to its customers.

The collaboration marks the kickoff of PortBlue's focused outreach aimed at increasing the availability of PracticeSense (www.practicesense.com) to ambulatory surgical centers (ASCs), PHOs, IPAs, MSAs and independent physician groups and practices.

PracticeSense was created by PortBlue in collaboration with respected experts in the practice management field, and analyzes data in multiple areas of practice management. PracticeSense provides users with a snapshot of payer contracts analysis, provider compensation, and budgets and expenses, and tracks each of these metrics over time using a powerful dashboard tool. In addition, PracticeSense provides benchmarking of key metrics in each of these areas for PHOs, IPAs, larger networks or specialty societies.

Under the agreement, Olympus will offer real-time practice analyses – through EndoSite, Olympus’ GI practice and ASC consulting service -- and provide solutions to customers to help improve practice performance and operations.

“PracticeSense will enable us to offer a practice management consulting tool for not only ASCs, but individual physicians and practices as well,” said Nancy Vacante, Senior Manager, Business Development, Olympus America. “Our goal is to make our clients’ practices more successful, whether by increasing revenue or by meeting and improving their operational goals. PracticeSense enables us to create dynamic and accurate assessments of a client’s practice and make specific recommendations that will impact the efficiency and profitability of those businesses.”

“We’re delighted to extend our longstanding relationship with Olympus to our PracticeSense suite, and provide yet another avenue for Olympus to grow its medical practice consulting business,” said Paul Dimitruk, CEO, PortBlue. “PracticeSense is an ideal tool for the hundreds of smaller medical practices across the nation. It picks up where practice management systems leave off. This agreement marks the first of a series intended to make PracticeSense readily accessible to all medical practitioners.”

PracticeSense services may include guidance in such areas as:

- *Data entry or upload assistance:* PracticeSense’s mass data import functionality enables ASCs or practices to export data directly from their existing practice management system and have it uploaded into PracticeSense using a unique login.
- *Customized reporting and data analysis:* Once imported, users can view the practice’s data and utilize customizable reports to highlight areas of concern or recommendation. Examples of these reports include a detailed payer contracts analysis, provider productivity analysis and budget and expense tracking.
- *Summary reports:* When appropriate, users can present reports summarizing the yearly progress and make long-term strategic improvement suggestions.

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 networks or ASCs. PracticeSense applications are hosted on PortBlue's redundant secure server and accessed through the browser by entering a unique login. Because Olympus and the practice managers have logins, PracticeSense can be used as a means of collaboration and data sharing between the two parties. There are no upfront software charges, no updates to purchase and no client-side data storage requirements.

About PortBlue

PortBlue Corporation (www.portblue.com) develops and hosts knowledge based systems for the healthcare sector. The practical know-how of recognized experts is rapidly transformed into web-based training, work process and decision-support tools in the form of PortBlue hosted applications. PortBlue's systems mentor and guide users through key tasks and processes to optimal decisions and outcomes.

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