



**WE SPEAK THE LANGUAGE OF  
HEALTHCARE™**

**News Release**

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**FOR IMMEDIATE RELEASE**

**HEALTH LANGUAGE, INC., WELCOMES CHARLES PAGE AS  
VICE PRESIDENT OF BUSINESS DEVELOPMENT**

**Aurora, Colo. – April 4, 2007** – [Health Language, Inc.](#)® (HLI), the world's leading supplier of language engine technology for medical vocabulary, announces the addition of Charles Page as vice president of business development. In this role, Page will strengthen relationships with the payer market by demonstrating how HLI's coding and clinical terminology solutions can enhance their ability to streamline data integration, increase the accuracy of claim processing and reporting, and improve customer satisfaction.

As a senior healthcare executive, Page has over 20 years of experience in healthcare benefits administration, business process outsourcing (BPO), software application development, and information technology solutions with companies ranging in size from small to Fortune 100.

“Charles's in-depth knowledge and experience in the healthcare payer market and healthcare benefits administration, combined with his high-tech know-how make him a valuable addition to the Health Language team,” says George Schwend, president of HLI. “He is uniquely qualified to help payer organizations understand the value of incorporating standards-based language engine technology to improve quality data collection, risk-based premium setting and pay for performance initiatives.”

Before joining HLI, Page held positions in senior business development with BPO companies and executive operations with software development companies offering solutions into the healthcare payor market. Previously, he managed the third largest third-party administrator (TPA) in the United States, preceded by a career in the

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insurance industry as a senior marketing and sales executive for New York Life and Cigna Healthplans, Inc.

Page is a retired U.S. Air Force Reserve (USAFR) command pilot and air operations officer with tours of duty from Vietnam to Desert Storm. He received his bachelor's and master's degrees from Arizona State University. He earned his Registered Health Underwriter (RHU<sup>®</sup>) designation from Northeastern University.

Page and his wife, Colleen, reside in Scottsdale, Ariz.

**About Health Language Inc.**

Aurora, Colo.-based Health Language, Inc.<sup>®</sup> (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<sup>®</sup> (LE<sup>®</sup>) 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. LE solutions seamlessly integrate with EMRs for clients such as Cerner, McKesson, Misys, Partners Healthcare and Great Britain's National Health Service. For more information, visit [www.healthlanguage.com](http://www.healthlanguage.com) or call 303.307.4400.

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