



**For Immediate Release**

**HEALTHTRIO TO PROVIDE AUTOMATIC PERSONALIZED CONTENT  
ONLINE FOR HEALTH PLAN MEMBERS**

*Assisted by coding software from Health Language, HealthTrio enables patients to access information about their diagnoses and recommendations for disease management*

Nashville, TENN. (May 31, 2001) – HealthTrio, the Nashville-based company that provides *Intelligent Connectivity*<sup>™</sup>, which enables real-time online communication between health plans, physicians, members, and employers, took another step in automated content personalization today by licensing software from Health Language, Inc. Health Language's software infrastructure standardizes medical and billing codes, allowing quick and accurate manipulation of data from a variety of sources.

"Health Language's software enables us to collate information from multiple sources to provide patients with an integrated view of up-to-date information about their specific conditions, as well as recommendations for managing their care," said Dr. Ralph Korpman, co-founder and CEO of HealthTrio. "Even more important than HealthTrio's technological achievement, this level of personalized care fulfills the initial promise of e-health by helping to close the gap between patient, health plan, and provider."

HealthTrio is using Health Language for two specific functions. First, the Health Language software program maps patient information from multiple sources, each with different coding processes, to a consistent nomenclature. This enables HealthTrio to classify a health plan's members by categories relevant to them so that the most appropriate content can be delivered. Second, Health Language enables HealthTrio to categorize content according to standardized and regulated health care codes, including SNOMED and ICD-9 nomenclature. HealthTrio combines these functions to match individual members that desire information with updated content relevant to their conditions.

"We are very pleased to have HealthTrio as a customer," said George T. Schwend, President of Health Language, Inc. "We have always maintained that our technology is transformational across the entire health data supply chain – not just IT vendors, but providers, payors, pharmaceutical concerns, regulatory, websites and more – and winning the HealthTrio business is a big confirmation of that vision."

### **About HealthTrio**

Headquartered in Nashville, Tennessee, HealthTrio is the first Internet-based communications channel to connect health plans with providers, members, and employers using *Intelligent Connectivity*<sup>™</sup>. Intelligent Connectivity is the real-time interaction and personalized exchange of knowledge among healthcare participants. With *Intelligent Connectivity* data is not just transmitted, it is understood, enabling participants to share data and information in a logical, personalized way, thereby reducing industry-wide administrative inefficiencies, enhancing communication and improving customer satisfaction. By intelligently connecting healthcare participants, HealthTrio is setting the standard for the second generation of e-health. Visit [www.healthtrio.com](http://www.healthtrio.com) for additional information.

### **About Health Language Inc.**

Health Language, Inc. is a software infrastructure company that services the healthcare industry. Cyber+LE, the company's language engine technology, creates a common medical index across disparate healthcare information systems, allowing for comprehensive integrated and intelligent management of all health data. Health Language, based in Aurora, Colorado, is a CyberPlus Company ([www.cyberplus.com](http://www.cyberplus.com)). Further information on Health Language, Inc is available at [www.healthlanguage.com](http://www.healthlanguage.com) or by calling 303-307-4400.

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