



**WE SPEAK THE LANGUAGE
OF HEALTHCARE®**

News Release

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FOR IMMEDIATE RELEASE

**HEALTH LANGUAGE, INC., WELCOMES MARC A. HOROWITZ
AS SENIOR VICE PRESIDENT**

Aurora, Colo. – Feb. 4, 2008 – [Health Language, Inc.](#)® (HLI), the world's leading supplier of language engine technology for medical vocabulary, announced today it has appointed prominent industry expert Marc Horowitz as a senior vice president. Returning to the company he co-founded, Horowitz will bring his 25+ years' global experience and skills as an industry pioneer to a newly created executive position responsible for helping expand the company's international and domestic markets.

"Health Language is poised for dramatic growth, and I'm excited about working with the company's strong team to increase the opportunities for Health Language's tools to enable healthcare providers to deliver safer and higher quality patient care via shared electronic health records, and to assist payers in better serving their members," said Horowitz. A passionate proponent for terminology and coding standardization in the clinical realm, he added, "Healthcare is a very deliberate industry that relies on detailed data, so standardization is vital. I've focused my career on technology that will deliver a higher level of standardization in healthcare, improving clinical care and safety as well as streamlining billing and boosting reimbursements."

Health Language's technology supplies functionality to deliver terminology content and maps between code set to support advanced initiatives in care management to effectively localize, update and disseminate over 70 controlled, constantly evolving, licensed healthcare terminologies, mappings and other terminology-related content. "I look forward to enhancing our existing relationships with all the major HER vendors' governments and expanding our reach into the payer market segment to further advance semantic interoperability across world platforms," noted Horowitz.

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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. LE solutions seamlessly integrate with EHRs for clients such as Cerner, McKesson, Misys, Partners Healthcare and Great Britain's National Health Service. For more information, visit www.healthlanguage.com or call 303.307.4400.

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