



**WE SPEAK THE LANGUAGE
OF HEALTHCARE®**

News Release

Media Contact:

Amendola Communications for
Health Language, Inc. (HLI)
Jodi Amendola, ext 11,
jamendola@ACmarketingPR.com
Jan Shulman, ext. 12,
jshulman@ACmarketingPR.com
480.664.8412

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.

3950 Lewiston Street
Suite 210
Aurora, CO 80011
USA

Round Foundry Centre
F29 Foundry Street
Leeds LS11 5QP
United Kingdom

“I am extremely pleased to welcome Marc back to the company,” stated HLI CEO George Schwend. “His industry knowledge and his unique combination of expertise in clinical applications and managing controlled vocabularies provide the perfect foundation to help healthcare providers benefit from medical terminology interoperability.”

Horowitz returns to HLI following three years as group business development director with iSOFT (now part of IBA Healthcare), a provider of software applications for patient information management, which he helped strengthen and position successfully for acquisition. He was responsible for qualifying, analyzing and creating new markets as well as expanding existing markets globally.

In Horowitz’s earlier position with HLI, he led the company’s worldwide activities and established the organization as a global leader in medical vocabulary and concept-based technology. His business development activities spanned North America, Europe and Asia/Pacific/Oceania, and he led the team to such significant wins as a 10-year contract with the United Kingdom’s National Health Service.

Horowitz’s earlier experience includes co-founding Healthcare Communications, Inc. (the creators of Cloverleaf), which he helped grow to a publicly traded company on NASDAQ with 1,400 clients in 49 countries. He has also been an investment banking consultant and was regional vice president of the Asia/Pacific region for the International Federation of Association Football (FIFA).

An avid fisherman who enjoys off-shore as well as river fishing, Horowitz has dropped a line in locations around the world, and counts salmon fishing in Scotland as a highlight. He is also a novice golfer. He and his wife of ten years reside in Castle Rock, Colo., with three dogs and two cats.

About Health Language Inc.

Aurora, Colo.-based Health Language, Inc.[®] (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

3950 Lewiston Street
Suite 210
Aurora, CO 80011
USA

Round Foundry Centre
F29 Foundry Street
Leeds LS11 5QP
United Kingdom

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.

###

3950 Lewiston Street
Suite 210
Aurora, CO 80011
USA

Round Foundry Centre
F29 Foundry Street
Leeds LS11 5QP
United Kingdom