



FOR IMMEDIATE RELEASE

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Healthcare Data Services (HDS) Announces Contract with the New England Quality Care Alliance (NECQA), the Physicians' Organization of Tufts Medical Center

(Boston, MA) -- Healthcare Data Services (HDS) is pleased to announce a contract with the New England Quality Care Alliance (NECQA), Tufts Medical Center Physicians' Organization, to provide data management services and the implementation and use of their proprietary HDS AnalystSM tool. The contract was established following an assessment that showed the HDS service offerings would meet the data monitoring needs of NECQA and Tufts Medical Center physicians through highly customized warehouse, querying, and reporting capabilities.

This partnership will allow NECQA to utilize HDS Analyst, HDS's proprietary data warehouse tool, to extrapolate and organize vital healthcare and financial data from multiple disparate sources to achieve flexible, needs-based reporting systems that effectively measure and analyze data. NECQA will also use the HDS Expert service to ensure that the data technologies offered through HDS Analyst function efficiently and effectively within their customized solution.

"We are thrilled by the opportunity to work with NECQA and Tufts Medical Center physicians to address the complexities of operating in today's competitive Managed Care environment," says Bridget Buckley, Principal of HDS. "Our partnership will allow us to work with NECQA to help reduce financial risk, cut costs by monitoring efficiencies, and further improve the quality of healthcare services offered to patients."

According to Jeffrey Lasker, M.D., CEO of NECQA, "Entering into a contract with HDS was a two-fold decision. Their reputation for exceptional customer service and their willingness to adapt our data warehouse to changing market demands was one key element. As a provider organization, we also looked for industry expertise and a high-level understanding of the rapidly changing Managed Care landscape. HDS demonstrated both, and we look forward to working with them to streamline our data management activities."

About New England Quality Care Alliance (NECQA) and Tufts Medical Center Physician Organization:

NECQA is an integrated network of independent community practices and academic medical center practices with over 350 primary care physicians and over 800 specialists in Massachusetts. The network offers a new competitive platform for physicians in the region aimed at delivering and improving the quality of care for patients with an emphasis on using technology as the foundation.

NECQA is dedicated to maintaining the highest standards of care for all patients, from pediatrics to geriatrics. New England Quality Care Alliance serves members of managed care plans of Harvard Pilgrim Health Plan, Blue Cross Blue Shield of Massachusetts, Tufts Health Plan, Tufts Medicare Preferred, United Healthcare of New England, and Aetna Health plan in addition to patients with other forms of health insurance. For more information, visit <http://neqca.org/>.

About HDS:

Founded in 2004 in Boston, MA, Healthcare Data Services (HDS) provides a highly customizable approach to integrated healthcare data analysis. HDS's approach allows payers, providers, and

employers to make accurate, proactive, and knowledge-based decisions in a timely manner by uncovering hidden patterns and predictive data.

HDS AnalystSM enables consolidation of critical data, on-demand reporting, and high-level analytic solutions for clients, while HDS ExpertSM guarantees platinum level service enhancements, customization capabilities, and superior technical support for every user. Together, HDS Analyst and HDS Expert are leveraged to reduce financial risk, cut costs by monitoring efficiencies, and provide the tools to improve patient care.

For more information, call 617.597.0111 or visit www.hdsweb.com.

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