



Contact: Elizabeth Glaser
Dodge Communications
770-576-2551
eglaser@dodgecommunications.com

David Hom joins SCIOinspire Team

Internationally recognized healthcare leader to launch firm's value-based wellness services line

Hartford, CT – September 29, 2009 – SCIOinspire, Corp., a premier provider of analytics-based cost-management solutions for health plans, today announced the addition of David Hom, MBA, as President of Wellness Services. Internationally recognized for his innovation and leadership in this area, Mr. Hom will be responsible for launching the firm's value-based wellness services line. Efforts will focus around evaluation and process improvement of care management initiatives offered by healthcare payers through a combination of analytics and technology.

Mr. Hom previously served as Vice President of Strategic Initiatives for Human Resources at Pitney-Bowes, which offers self-funded health benefits to staff. During his tenure, he constructed a healthcare strategy designed to improve the health of the employee population, while reducing medical expenses and the corporate cost of short-term employee absenteeism. Focusing on the "demand side" of health benefits, the initiative resulted in a medical claims trend reduction of 50% over 10 years, compared to Pitney-Bowes' business competitors. Mr. Hom is the co-author of two books providing strategic insight to human resource decisions makers: "Total Value Return: Seven Rules for Optimizing Employee Health Benefits for a Healthier and More Productive Workforce," and "BenefIT Design – The 7 Steps to Value-Based Designs."

"We are delighted that David Hom will contribute his experience and knowledge to our team," says Siva Namasivayam, CEO of SCIOinspire. "He is highly renowned for his success in value-based wellness programs, and has been internationally recognized by many, including President Obama, for his innovative, integrated healthcare strategies. We are proud of the fact that we continue to attract individuals of David's caliber to the SCIOinspire executive team."

Adds Ian Duncan, FSA, FIA, FCIA, MAAA, president of SCIOinspire's Solucia Consulting Services, "The healthcare industry increasingly recognizes how important it is that patients utilize benefits designed to prevent illness and manage conditions early in the progression of disease. David's forward-thinking expertise in the field of value-based design will be essential as we look to support our clients in their efforts to understand and enhance the value of member wellness."

SCIOinspire intends to launch the wellness-related products in the fourth quarter of 2009, supported by its PRO-series analytics software applications. Emphasis will be placed on evaluating risk, identifying gaps in care, employing advanced workflow tools to improve outreach and communication within covered populations, and evaluating the clinical and economic value of interventions.

"SCIOinspire has been a pioneer in offering innovative care management solutions to the market, and its use of actuarial science and clinical expertise to deliver program results is truly impressive," says Mr. Hom. "I'm looking forward to working with the team to accelerate development of new strategies and tools to help control healthcare costs." He adds that his contributions will build upon his success at Pitney-Bowes, focusing on improved patient access to "high value" services like preventive care and early-stage



disease management, and reduction in utilization of “non-value” services like emergency department visits or repeat MRI and CT scans.

Mr. Hom received his undergraduate degree in economics from the State University of New York at Albany and his MBA degree from Hofstra University. His program designs and results have been recognized with various awards including the 1998 NAMI (National Alliance for the Mentally Ill) Corporate Leadership Award, the 1997 Washington Business Group on Health Top Five Corporate Programs for Women's Health Care Issues, and the 1996 C. Everett Koop Award for Health Care University. In addition, Mr. Hom has spoken about the benefits of value-based design programs in over 170 cities across the U.S., Canada and Asia in the last three years.

About SCIOinspire

SCIOinspire provides analytics-driven business process solutions to the health plans and hospitals, enabling the healthcare community to achieve measurable outcomes, cost savings and increased revenues. Offerings include care analytics, third-party liability recovery, claims audit and overpayment services, data management, care management evaluation and support, and actuarial services. SCIOinspire collaborates with clients through a unique delivery model that includes strategic consulting, analytics support, software-as-a-service technology platforms, and business process outsourcing and co-sourcing. To optimize cost-management outcomes for clients, SCIOinspire draws upon an expert team of clinical, actuarial, legal and analytical resources, complemented by technology and knowledge assets. To learn more about SCIOinspire, please visit <http://www.scioinspire.com>.