



PopHealthCare® Enhances Technology & Analytics Capability with Acquisition of UbiquityIQ

FOR IMMEDIATE RELEASE

TEMPE, Ariz. (July 18, 2014) - After a successful history working together to generate advanced technology solutions within the PopHealthCare® product suite, PopHealthCare announced today the successful acquisition of UbiquityIQ, a provider of healthcare data management, data analytics and medical informatics technology, further strengthening PopHealthCare's sophisticated healthcare analytics capabilities.

UbiquityIQ, a state of the art big-data platform, integrates extensive data capabilities from multiple sources, including claims, pharmacy, lab, providers, as well as pertinent non-medical information. UbiquityIQ provides additional value through electronic medical records (EMR) integration and real-time data access. Within this extensive data repository, UbiquityIQ performs advanced analytics, leveraging cutting edge technology for sophisticated statistical and analytical modeling to profile trends and opportunities and to manage to improved member, population and health plan outcomes.

"UbiquityIQ enhances the capabilities of both PopHealthCare and our clients to dynamically store and analyze data, resulting in actionable information," said Mike Tudeen, CEO of PopHealthCare. "The combination of these companies accelerates PopHealthCare's mission to help individuals lead healthier lives, to improve the overall healthcare system through the provision of accountable healthcare, and to better serve our health plan and provider customers."

The full time addition of UbiquityIQ's talented team, including UbiquityIQ's Founder and CEO Michael Alonzi, who will join PopHealthCare's executive team as Chief Technology Officer, combined with UbiquityIQ's cutting edge tools and systems, will allow PopHealthCare to continue to enhance its data management, analytic and reporting capabilities, enabling more sophisticated targeting and improved outcomes in the areas of appropriately enhanced revenue management, quality scores, and avoided medical expenses.

UbiquityIQ analytics turns data into actionable information that leads to results by translating data into intuitively designed data visualization and alert notifications. Most notably, PopHealthCare's physician-facing risk and quality platform Magnify presents the results and analytics in an easy to use, automated system, enabling providers to easily close hierarchal condition categories (HCC) and quality gaps, and to target and manage high risk populations.

"I'm excited to have UbiquityIQ join PopHealthCare and further advance our solutions," said Alonzi. "This partnership will strengthen our ability to make the data actionable for physicians, thereby improving the lives of more and more individuals and creating better care practices."

About PopHealthCare: PopHealthCare offers groundbreaking programs in high risk population management that drive rapid, large, and demonstrable improvements in member quality of life and satisfaction, while helping its partnering health organizations realize appropriately enhanced revenues, enhanced quality scores, and reduced medical costs. With decades of experience, PopHealthCare is led by a team of long-standing leaders in health care analytics, field-based high-risk population care delivery, and both prospective and retrospective risk adjustment services. PopHealthCare has designed its high impact services to meet the needs of local, regional and national health plans and provider organizations and currently partners with over 35 health plans across the U.S. and in Puerto Rico.

About UbiquityIQ: UbiquityIQ is healthcare analytics and medical informatics company, focused on creating and transforming data into a single source of truth and knowledge. UbiquityIQ gathers information and turns it into a dynamic, user-friendly format, delivering actionable direction and transparency within an intuitive interface.

To learn more, please visit us at PopHealthCare.com and watch for more exciting news from us soon!

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