

News Release

FOR IMMEDIATE RELEASE:

CONTACT:

Joell Keim
Vice President, Marketing
Outcomes Health Information Solutions
727-943-7623
PR@outcomesinc.com



Outcomes Health Information Solutions Sponsors AHIP Institute 2010

World-renowned author's book signing is key highlight

Alpharetta, Ga. (June 7, 2010) – Outcomes Health Information Solutions, LLC, a leading healthcare clinical abstraction and analytics company, announced that it will be a sponsor at America's Health Insurance Plans (AHIP) Institute 2010 at Caesars' Palace in Las Vegas, Nev. June 9-11. AHIP is the national association representing nearly 1,300 member companies providing health insurance coverage to more than 200 million Americans.

"Outcomes is proud to be an AHIP sponsor during such a pivotal time in the healthcare industry. As the healthcare landscape looks toward reform, we recognize how vital it is to support this event with speakers such as world-renowned author Gary Hamel," said Outcomes' Chief Business Development Officer, Teri Mullaney.

Outcomes will host a book-signing at their exhibit booth on Thursday, June 10 at 2:30 p.m. Author, speaker and business thought leader Gary Hamel will be on hand to sign his latest book, *The Future of Management*, at the Outcomes' booth. Mr. Hamel is the author of several publications including *Leading the Revolution* and *Competing for the Future*. His latest book was published by the Harvard Business School Press in October 2007 and it was selected by Amazon.com as the best business book of the year. Mr. Hamel will also speak at the event.

"Legislation aside, you can't reinvent America's health care system if the industry's most important players aren't capable of reinventing themselves -- and that, I think, is the nub of the problem. There is little doubt that industry leaders understand the need for fundamental transformation. But their organizations are shackled by legacy management practices that systematically frustrate breakthrough innovation and proactive renewal," Mr. Hamel said in an exclusive statement for Outcomes. "The good news is that it really is possible to build organizations that are as adaptable and innovative as they are disciplined and focused. Doing so, however, will require us to challenge long-standing assumptions about how to lead, manage and structure our organizations."

During the AHIP conference, Outcomes will spotlight its full suite of services, featuring its compliance-based clinical data abstraction approaches and will demonstrate its new Web-based HCC financial management solution, ODIS AlertRA™ (Research & Analyze).

About Outcomes Health Information Solutions, LLC:

Outcomes Health Information Solutions, LLC (www.outcomesinc.com) is an industry leader in healthcare data acquisition, abstraction, and analytics. Outcomes provides end-to-end solutions to health plans, provider groups, hospital networks, and clinical research organizations. With its exclusive service delivery platform, clinical abstraction practices, and state-of-the-art technological tools, Outcomes delivers improved datasets to its clients for enterprise-wide initiatives. From HCC management programs to quality studies like HEDIS®, Outcomes provides data improvement solutions to help clients meet their objectives on time and on budget. With a compliance-based abstraction approach as the foundation, Outcomes delivers precise results which supports its commitment to healthcare data improvement.

Outcomes Health Information Solutions, LLC – www.outcomesinc.com