



Media Contact:

Delia C. Brower, *Marketing Manager*

phone: (781) 290-2515

email: dbrower@medventive.com

MEDVENTIVE SECURES \$7.25M FUNDING LED BY EXCEL VENTURE MANAGEMENT AND HLM VENTURE PARTNERS

Technology Innovator to Broaden Sales Initiatives and Expand Strategic Customer Services

WALTHAM, MA – July 16, 2009 – [MedVentive](#), the leading provider of integrated performance management solutions for health plans and providers, is pleased to announce the next phase of its growth will be fueled by a new Series C \$7.25M investment. New investor, [Excel Venture Management](#), a premier investment partner in the healthcare industry, co-led the round with existing investor [HLM Venture Partners](#), and [Long River Ventures](#) also participated in this round. [Enrico Petrillo](#), M.D., Managing Director at Excel Venture Management, will join the Company's Board of Directors and [Caleb Winder](#), Vice President at Excel will be a Board Observer.

“We believe MedVentive is an exceptional company with the potential to make a major impact on our healthcare system by engaging physicians as partners to improve the quality of patient care, while reducing costs,” said Enrico Petrillo, M.D. “We are pleased to have co-led this round of financing and to enable MedVentive to expand the adoption of their comprehensive and integrated performance management solutions.”

MedVentive has more than twelve years of experience in solving today's critical challenge of improving patient care **while** reducing costs. From the Company's beginnings within CareGroup serving over 450,000 patients to its spin-out in 2005 as an independent entity to commercialize proven and physician-friendly solutions, MedVentive has always been laser-focused on delivering clinical and financial outcomes, not on technology or data sharing for its own sake. MedVentive today provides a comprehensive technology platform that enables physician collaboration, data transparency, and proactive care improvement on a community basis. With a proven ROI, both in terms of increased quality of care and lowering costs, the Company's clients are leading the industry in achieving real world results.

Nancy J. Ham, President of MedVentive, said, “In today’s economy, venture capital firms are highly selective and will only invest in companies with a compelling vision coupled with a tangible ROI for its customers. This round of funding will help us capitalize on the momentum we have built in the last year and fully establish our national presence to effect meaningful and measurable change in the quality and cost of healthcare.”

MedVentive has already had an exciting year, with highlights including:

- Accelerated growth with double the number of new clients in the first half of this year compared to any previous full year
- Launched two new products that expand the depth and breadth of our robust, integrated platform
- Winner of the 2009 [Microsoft Health Users Group Award for Interoperability](#)

“MedVentive has benefited from sophisticated healthcare investors, HLM Venture Partners and Long River Ventures, who have contributed greatly to our success. Through this investment, we add another experienced and healthcare savvy member to our Board of Directors, Dr. Petrillo. We are fortunate to have a Board that understands our vision to meaningfully improve the quality, efficiency, and value of healthcare through innovative technology. Robust integrated platforms that foster collaboration and drive proactive care improvement will ultimately help transform our healthcare system,” concludes Dr. Jonathan Niloff, Chairman of the Board, CEO, and co-founder of MedVentive.

###

[About Excel Venture Management](#)

Excel Venture Management builds companies that apply transformative life science technologies to solve problems in healthcare and beyond. The Excel investment portfolio is balanced across healthcare IT and services, diagnostics, and medical devices, plus life science platforms that address adjacent markets including energy, chemicals, defense and agriculture. The majority of the team’s prior investments, which include some of the world’s premier healthcare and life science companies, are thriving and over half have achieved successful exits generating billions in value.

<http://www.excelvm.com>

[About HLM Venture Partners](#)

HLM Venture Partners provides venture capital to emerging companies focused in the healthcare services, healthcare information technology, and medical technology sectors. HLM Venture Partners supports entrepreneurs as they turn innovative ideas into market-leading businesses, offering guidance on financial structuring and mergers, resource allocation and deployment, strategic planning, strategic introductions, and recruitment. For more information, please visit

www.hlmventurepartners.com.

[About Long River Ventures](#)

Long River Ventures invests in seed and early stage companies in technology, healthcare, and other related sectors. Formed by a group of experienced entrepreneurs and venture capitalist, Long River is designed and structured to invest smaller amounts of capital, usually as the first institutional investor in rounds of under \$5MM. While we do make investments in

the major metropolitan markets, our primary geographic focus is on the smaller cities and research centers of New England. For more information, please visit www.longriverventures.com.

About MedVentive

For more than a decade, MedVentive has worked with leading provider and payer organizations to develop and deploy innovative, clinically sophisticated approaches to successfully reduce healthcare costs and improve the quality of patient care. MedVentive offers a fully-integrated suite of business intelligence and outreach applications that support best-in-class pay for performance programs, physician efficiency profiling and information-sharing, quality intervention, pharmacy management, and point-of-care decision support tools – all built on a risk-adjusted data foundation. Providers and payers use MedVentive technology and services to identify their greatest healthcare improvement opportunities and to act quickly and efficiently to effect change through flexible, tailored solutions. For more information, please visit www.medventive.com.