



NEWS RELEASE

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For Immediate Release

My InnerView Provides Data Support for Georgia Medicaid Pay-For-Performance Program

WAUSAU, Wis., April 26, 2007—The Georgia Department of Community Health will begin its nursing home pay-for-performance incentive program this month. Under the program, Medicaid participating nursing homes that meet or exceed specific quality performance standards will qualify for additional payments. Primary data support for the program will be provided by applied research company My InnerView Inc., which earlier this year was also selected by the Oklahoma Health Care Authority to fulfill a similar role.

Pay-for-performance is the latest feature of the Georgia Nursing Home Quality Initiative, a collaborative effort between the Georgia Department of Community Health, nursing home providers and consumer groups focused on raising the quality of care received by the 40,000 Georgia citizens who reside in the state's nursing homes. Additional quality-based Medicaid payments will be tied to performance on four clinical and four non-clinical measures of performance, and will be reassessed each calendar quarter.

The Georgia Department of Community Health will use independent nursing home performance information provided by My InnerView to calculate the quality incentive payments. Research provided by the firm has shown that state nursing homes participating in the statewide quality initiative have achieved significant improvement on several key quality measures, including reductions in resident falls, the use of physical restraints and antipsychotic medications, and reduction in staff turnover rates.

"Providers in Georgia are looking at and analyzing their performance metrics on a regular basis," said Neil Gulsvig, My InnerView Chief Executive Officer. "This enables facilities across the state to take quick action to improve care and customer and employee satisfaction."

For more information about the program, visit www.ghca.info or www.myinnerview.com.

About My InnerView: My InnerView provides leaders in assisted living, senior housing and skilled nursing professions with web-based quality management tools to measure, benchmark and improve performance. My InnerView publishes national reports of resident and family satisfaction in nursing homes each year. My InnerView maintains the industry's largest private database of quality and customer satisfaction metrics.

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