



NEWS RELEASE

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For Immediate Release

**Pay-for-performance program to
'Focus on Excellence' in Oklahoma Nursing Homes**

My InnerView to validate Oklahoma's nursing home performance

WAUSAU, Wis., March 9, 2007 – A new incentive-based Medicaid rate plan for nursing home care called Focus on Excellence is underway within the state of Oklahoma, making the state the first in the nation to implement a multipurpose pay-for-performance payment system.

The program, designed to serve three interrelated public policy goals that include value-based purchasing, provider improvement, and consumer information, will simultaneously enable the state to financially reward superior performance while providing nursing homes with tools and data to benchmark and improve their performance.

In addition, Focus on Excellence will give consumers clear and up to date information to use when selecting a facility for themselves or a loved one. The program will use nursing home performance ratings created by applied research company My InnerView to update the consumer website every ninety days. Oklahoma is the only state in the nation to provide consumers with this resource.

“For the next three years, My InnerView will provide critical performance data and systems support for Oklahoma’s new Focus on Excellence program,” state Neil Gulsvig, My InnerView chief executive officer. “This program is the first of its kind and sets new standards for long term care pay-for-performance and consumer information infrastructures designed for state Medicaid agencies.”

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Focus on Excellence Quality Initiative

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The Oklahoma Health Care Authority awarded the competitively-bid contract to My InnerView to provide independent validation of nursing home performance and furnish data to support the Focus on Excellence program. My InnerView, a Wisconsin based company providing actionable management intelligence to senior care leaders across the country, specializes in collecting and analyzing performance data for organizations across the entire senior care continuum.

Focus on Excellence carries out a provision enacted by the Oklahoma Legislature last year as part of House Bill 2842, the Oklahoma Medicaid Reform Act of 2006. The act authorizes the Oklahoma Health Care Authority to develop an incentive Medicaid rate plan that will pay nursing homes based in part on factors such as quality of life and care indicators, family, resident and employee satisfaction survey results, direct care staff retention levels, Department of Health survey results, resident acuity, direct care expenditures and other incentives.

For more information, visit www.myinnerview.com or call (715) 848-2713.

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About My InnerView: My InnerView is a web-based quality management system that provides leaders in assisted living, senior housing and skilled nursing professions with tools to measure, benchmark and improve performance. My InnerView is one of the nation's leading providers of quality-management tools for long-term care facilities, releasing the country's first national survey of resident and family satisfaction in nursing facilities report. My InnerView maintains the industry's largest private database of quality and customer satisfaction metrics.