Swati Abbott, CEO of Blue Health Intelligence, Joins Medivo's Board of Directors
Abbott to provide strategic guidance and payer analytics expertise as Medivo ramps up its offerings in risk measurement, care management, and HEDIS/Star reporting.

New York, NY - February 22, 2016 - Medivo, Inc., a leader in diagnostic data analytics, today announced that Swati Abbott has been elected to Medivo's board of directors. As Chief Executive Officer of Blue Health Intelligence (BHI), Ms. Abbott oversees efforts to leverage data insights to develop innovative analytics solutions, including extending BHI's reach to external audiences, while enhancing BHI's value to Blue Cross and Blue Shield companies.

Prior to joining BHI, Abbott served as President of Elsevier/MEDai, an industry leader in predictive analytics, where she provided leadership and strategic vision to position the company at the forefront of the healthcare industry. Before MEDai, Abbott was Managing Director for the Medical Management Strategic Business Unit at ViPS, where she led strategic solutions development for medical management data warehousing and HEDIS reporting for healthcare payer clients. Ms. Abbott was also involved in leading SoftMed Systems, Inc. to create and provide solutions for hospitals and integrated delivery networks in the key areas of medical chart abstraction, quality assurance, utilization management, risk management and regulatory reporting.

Medivo is expanding its analytic capabilities into the payer market as health plans seek actionable insights to improve quality, cost and member satisfaction. According to Sundeep Bhan, CEO of Medivo, Abbott's expertise with health plans will be an invaluable resource to the company. "I'm delighted that Swati will be joining our board of directors. Her experience in the payer space will serve us well as we build out our solutions portfolio. I look forward to her counsel on how Medivo's advanced analytics offerings can help payers manage utilization more effectively while improving quality."

Ms. Abbott's appointment expands the Board to 7 directors. Ms. Abbott joins the following directors:

- Gary Kurtzman, MD, Managing Director, Safeguard Scientifics
- Ray Hill, Former IMS and InVentiv Health Executive
- David Stack, President, CEO and Director of Pacira Pharmaceuticals
- Joseph B. Volpe III, Managing Director, Merck Global Health Innovation, Global Health Innovation Fund LLC
- Jason Bhan, MD, Chief Medical Officer, Medivo, Inc.
- Sundeep Bhan, CEO, Medivo, Inc.

"I am excited to be joining Medivo's board and advising the team as they enter the payer market", said Ms. Abbott. "Medivo has already proven the value of lab data analytics with its pharmaceutical customers, and I am looking forward to advising the company as it develops actionable solutions for payers that address utilization, risk, quality, and eligibility."

As a respected industry leader, Abbott is a regular speaker at industry conferences, presenting on topics related to predictive modeling, medical home and healthcare clinical analytics. She is also a contributor and member of the editorial board for Predictive Modeling magazine and has been quoted in notable industry publications regarding the use and future of predictive analytics, the state of healthcare analytics and quality improvement initiatives. In 2010, Frost and Sullivan recognized Abbott as one of the Movers and Shakers in healthcare.

Abbott holds a Master of Science in computer science and a Bachelor of Science in physics from Delhi University, India.

About BHI

Health Intelligence Company is the nation's premier health intelligence resource, delivering data-driven insights about healthcare trends and best practices, resulting in healthier lives and more affordable access to safe and effective care. HIC accesses healthcare claims data from more than 165 million individuals nationwide, collected over 10 years, in a safe, HIPAA compliant and secure database. The resulting conformed, reliable data set has the broadest, deepest pool of integrated medical and pharmacy claims, reflecting medical utilization in every ZIP code. Health Intelligence Company, LLC operates under the trade name Blue Health Intelligence (BHI) and is an Independent Licensee of BCBSA. For more information, visit http://www.bluehealthintelligence.com/.

About Medivo

Medivo is a clinical diagnostics analytics company that develops proprietary algorithms and deploys advanced analytics solutions, creating new targeting opportunities for Life Science companies and improvements in utilization and quality for Payers. Medivo is the largest source of lab data in the U.S., with access to over 150M patients through its nationwide network of partner labs. Labs are able to realize new opportunities in commercial effectiveness, in partnership with Medivo's Life Science and Payer clients, which results in appropriate treatments being provided to patients sooner. For more information, visit http://www.medivo.com.