

PRESS RELEASE

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Medical Technology, Healthcare, Software, Internet, TX Business

Healthcare Industry's First Open Business Services Network Crosses \$15M Mark

Webify's CTO to Discuss Value of Implementing HIPAA Transactions using open Web Services Standards at AFEHCT's Annual Conference

AUSTIN, TX - Nov. 18, 2003 /Send2Press Newswire/ -- Webify Solutions (www.webifysolutions.com), the company that pioneered Business Services Networks, announced today that its Healthcare Business Services Network has processed over \$15 million in healthcare transactions since its commercialization in July 2003. Developed for Arkansas Blue Cross Blue Shield and its Advanced Health Information Network (AHIN) group, Webify's Business Services Network provides clinics and hospitals with a direct connect, real-time or batch based alternative to clearinghouses while driving down healthcare administration costs for both health plans and providers.

Initial reports from users such as Clopton Clinic in Arkansas suggest that the Webify Business Services Network is saving over 20% in labor costs through the direct connection and is reducing problem claim resolution and payment cycle time from 60-90 days to within 14 days.

"With the rising costs of healthcare, this milestone is a significant step towards the streamlining of healthcare administrative processes and costs through our vision of the real-time transaction in the healthcare industry," said Lang Smith, Vice President and General Manager, Webify Solutions. "Equally important, the network is helping reduce manual touch points and solve HIPAA compliance challenges for both Arkansas Blue Cross Blue Shield and its provider community."

The company also announced that Walt Culbertson, its Chief Technology, Privacy and Security Officer, will discuss the business value of implementing HIPAA transactions using open Web services standards at a panel during the Annual Conference for the Association for Electronic Health Care Transactions (AFEHCT). Mr. Culbertson will discuss payer and provider challenges with HIPAA and provide an update on Webify's industry-first implementation of HIPAA transactions encapsulated by advanced Web services standards such as SOAP, WSDL, UDDI, and WSi Basic Profile 1.0 specification. The panel, titled "Putting Standards to Work - Added Value Through Innovation," is scheduled for November 20, 2003.

"Industry collaboration is key to accelerating HIPAA implementation and the AFEHCT Annual Conference is an excellent forum for fostering new ideas and relationships," said Mr. Culbertson. "Webify Solutions is privileged to have this opportunity to discuss and present new ideas at this important healthcare community event."

This year's Annual Conference, being held on November 20-21, 2003 at the Capital Hilton in Washington DC, is intended to serve as a catalyst for dialogue around public policy issues facing the healthcare community around HIPAA implementation. For further information, visit AFEHCT's website: <http://www.afehct.org/newsevents/index.htm> .

About Webify Solutions

Webify Solutions pioneered the market for Business Services Networks and is a leading provider of software for creating on-demand business networks. Webify Solutions' software connects systems, processes, and people within and across enterprises, to dramatically reduce costs and generate new revenue streams. Privately held Webify Solutions is based in Austin, TX and Mountain View CA, and is backed by premier technology and financial partners. For details visit <http://www.webifysolutions.com> or call 1-866-4WEBIFY.

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