



Initiate Systems, Inc.
200 W. Madison, Suite 2300
Chicago, IL 60606
+1 312 759 5030
+1 800 992 0300
+1 312 759 5026 fax
www.InitiateSystems.com

Media Contact:
Maria Diecidue
Initiate Systems, Inc.
312-395-1345
mdiecidue@InitiateSystems.com

Initiate Systems Announces Integration of Its Initiate Patient™ Product as an Enterprise Master Person Index (EMPI) for the Intel® SOA Expressway for Healthcare

CHICAGO (2 May 2008) – [Initiate Systems, Inc.](http://www.InitiateSystems.com), announced today that it will offer [Initiate Patient™](#), a master data management (MDM) software solution for healthcare enterprises, as a pre-validated integrated offering on the new Intel® SOA Expressway for Healthcare. By deploying Intel® SOA Expressway for Healthcare, integrated delivery networks (IDNs) and health information networks can use the Initiate® EMPI as a virtualized service in their SOA implementation.

The Intel® SOA Expressway for Healthcare software provides an efficient way to exchange healthcare information inside hospitals and with health information networks. The product will allow healthcare providers to more easily connect with one another so that each can provide better care while benefiting from reduced integration costs. In its role as an EMPI provider within this framework, Initiate Patient delivers an accurate and comprehensive view of patients to registration staff, clinicians and other end-users, as well as clinical software applications.

“Technology can help improve patient care and reduce healthcare costs by streamlining information flow,” said Girish Juneja, director SOA products for Intel’s Software Services Division. “Validated EMPI solutions, like Initiate Patient, integrated with the Intel SOA Expressway for Healthcare give customers a robust option for advancing healthcare information solutions.”

“We are proud to be included in this pre-defined integration platform from Intel,” said [Lorraine Fernandes](#), vice president and healthcare industry ambassador for Initiate. “Healthcare organizations, both public and private, have been limited in their ability to exchange health

information due to a lack of interoperability across disparate networks and systems.” Fernandes explained. “The Intel SOA Expressway for Healthcare with Initiate Patient helps resolve patient identification and interoperability challenges that prove daunting to healthcare providers, whether they are governments, IDNs or data exchange organizations. Simplifying and expediting data exchange has high value for organizations participating in the patient’s care and seeking to improve workflow, reduce costs and enhance patient care and safety.”

About Initiate Systems

[Initiate Systems, Inc.](#) enables organizations to strategically leverage and share critical data assets. Its master data management (MDM) [software and experience](#) as an information exchange leader provide organizations with complete, accurate and real-time views of data spread across multiple systems or databases, even outside the firewall. This allows companies to unlock the value of their data assets for competitive advantages or operational improvements. Initiate Systems operates globally through its subsidiaries, with corporate headquarters in Chicago and offices across the U.S., and Toronto, London and Sydney. For more information, visit www.InitiateSystems.com.

###