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Initiate Systems Customers to Showcase Leadership at HIMSS08

CHICAGO – 19 February 2008 – [Initiate Systems, Inc.](http://www.initiatesystems.com), a leader in master data management solutions, announced today that four customers who use [Initiate Patient™](#) software for data management and data exchange will present this month at the HIMSS08 Annual Conference and Exhibition in Orlando, Florida.

Initiate also will provide demonstrations of its Initiate Patient and [Initiate Provider™](#) products, as well as sponsor the Interoperability Showcase and other conference events at HIMSS.

Customers will present at the Initiate booth #5549 in the exhibition hall according to this schedule (all times EST):

- Chris Belmont, associate vice president of Corporate Information Systems at Ochsner Health, will present at 3 p.m. on Monday, February 25.
- Walter Fahey, CIO and vice president of MIS at Maimonides Medical Center, and Irene Koch, executive director of the Brooklyn Health Information Exchange, will present at 11 a.m. on Tuesday, February 26.
- Julie Prough, project manager at the University of Pittsburgh Medical Center (UPMC), will present at 3 p.m. on Tuesday, February 26.

- Liesa Jenkins, executive director of CareSpark, will present at 11 a.m. on Wednesday, February 27.

Initiate Patient and Initiate Provider will be continually demonstrated at booth 5549 during all exhibit hours February 25 through February 28.

Initiate's [Michael Warthen](#), the director of Healthcare Exchange Solutions at Initiate Systems, will present "The Interoperability Curtain is Up: Three Proven Performers" from 3:15 to 3:45 p.m. EST, on Wednesday, February 27, in Theater A of the Interoperability Showcase. He will discuss how the Initiate Patient software can serve as a Patient Identifier Cross-Reference (PIX) Manager and Patient Demographic Query (PDQ) Manager.

In addition, Initiate will sponsor three special events during the conference: the Payer Symposium, the RHIO Symposium and the CHITTA Cocktail Reception.

"HIMSS08 provides an exceptional time for us to further show prospective clients and professionals how we are extending our leadership in the healthcare space," said [Lorraine Fernandes](#), the vice president and healthcare industry ambassador at Initiate Systems. "Our customer and product demonstrations, as well as our participation in the HIMSS IHE (Integrating the Healthcare Enterprise) initiative, will illustrate our premier healthcare capabilities and industry commitment."

Initiate Patient is used to deliver fast, accurate and complete patient information while helping to improve productivity and cost-effectiveness. Initiate Provider enables healthcare organizations to facilitate improved claims processing, provider network management, marketing and other business processes through a focused, consolidated perspective of all provider information.

About Initiate Systems, Inc.

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 their firewalls. 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.

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