

Marina Del Rey, CA – April 29, 2015 –

[4medica](#), provider of the industry's leading cloud clinical integration platform and solutions, today announced founder and CEO Oleg Bess, M.D., will speak at the 20th Annual Executive War College Conference, taking place May 05-06, 2015 at the Sheraton Hotel in New Orleans.

Dr. Bess will present a Master Class, "New Ways for Labs to Provide Lab Test Data to Payers to Win Network Status," at 8:00 a.m. on Tuesday, May 5. The presentation will examine:

- How to improve existing payer contracts and get additional contracts by satisfying payers' data requirements;
- The effects of ACA (ObamaCare) on payers' need for data;
- How to engage payers and provide the required data and satisfy required data elements, normalization and translation; and;
- What additional revenue is available if lab's clinical data is leveraged in contracting discussions with payers.

4medica's cloud-based Lab[®] Outreach Connectivity solution provides real-time access to patient centric, clinically integrated data from multiple care-setting sources. Our lab, pathology and radiology components are fully integrated within the 4medica provider portal, and well known for their sophisticated test ordering and reporting capabilities. Our advanced clinical integration platform helps commercial labs, specialty labs, hospitals, outpatient facilities, and physicians clinically integrate and reduce costs.

Executive War College is the world's largest summit meeting on laboratory and pathology management. Attendees include laboratory executives, pathologists and industry leaders. For more information about EWC, visit www.executivewarcollege.com.

About 4medica

4medica provides the industry's leading cloud SaaS (Software-as-a-Service) clinical data exchange and integration platform to help healthcare organizations of diverse types create a seamless view of the patient care experience and help further drive EHR adoption. The clinical data exchange platform integrates with and builds upon disparate systems to facilitate interoperable data exchange across various care settings to promote care continuity. The cloud computing model is scalable, lower cost, maintenance-free, easy to use and deployable in a few months or less, eliminating large capital outlays or resource utilization. This is especially critical for hospitals and physician health organizations of all types and sizes striving to qualify for ARRA incentives and to demonstrate Meaningful Use. 4medica connects hundreds of institutional facilities including hospitals, health systems, physicians, laboratories, radiology centers and pathology clinics. More than 30,000 physicians use its products. For more information, visit <http://www.4medica.com>.