

BLUE CROSS AND BLUE SHIELD OF GEORGIA TO UTILIZE HEALTHFLASH'S TOOL FOR ACCREDITATION

Alpharetta, GA -- HealthFlash, Inc. announces today an agreement with Blue Cross and Blue Shield of Georgia (BCBSGA), statewide health benefits insurer, for the utilization of HealthFlash's web hosted solution. The insurer will be utilizing the HealthFlash product to assist in accreditation review from the accrediting bodies such as the National Committee for Quality Assurance (NCQA), American Healthcare Commission/URAC and other reviews. By incorporating project, document management and accreditation criteria, the HealthFlash product improves information sharing for the total organization and streamlines the accreditation process.

HealthFlash has emerged as a leader in providing Internet solutions to the healthcare industry. Whether the health care system is a hospital, physician group, health maintenance organization (HMO) or an ancillary healthcare provider, HealthFlash brings real world software solutions to senior management with tools that focus on strategic initiatives and managing organizations more efficiently.

"We are very pleased to have Blue Cross and Blue Shield of Georgia join our growing client base. They are a highly regarded insurance organization in the South known for their innovations. They are very dedicated to the quality of care they deliver to their members and outstanding service to the providers within their network, I know this application will help the organization to become more efficient in the accreditation process." said David Smith, president and CEO of HealthFlash.

"Blue Cross and Blue Shield of Georgia is a Health Plan with cutting-edge programs and processes. The HealthFlash product will assist us to continue to achieve the highest level of performance possible and to create an environment of continuous improvement as a leading healthcare organization," said Carol Long, manager of accreditation of BCBSGA.

HealthFlash, Inc. located in Alpharetta, Georgia offers an Internet based application to assist healthcare organizations with projects, accreditation, compliance, and document management. The product promotes collaboration and accountability among team members of healthcare systems by creating, tracking and logging all information related to projects, indicators, tasks, meetings and documents. Current users of this application include leading hospitals and managed care organizations.

HealthFlash has designed the application using Microsoft technology. For further information on the company's products, please register at their website.

Blue Cross and Blue Shield of Georgia's Commercial (HMO/POS) and Medicare products received an Excellent accreditation from NCQA; an independent, not-for-profit organization dedicated to measuring the quality of America's health care. The PPO product is the only Georgia Plan with Health Network Management (with Credentialing) and Utilization Management accreditation from URAC, which indicates that BCBSGA has the necessary structures and processes to promote high quality care and preserve patient rights.

An operating subsidiary of WellPoint, BCBSGA serves approximately 1.9 million members and is the oldest and largest health benefits company in Georgia.

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