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For Immediate Release

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MDADVANTAGE, SECUREACH WORKING TO IMPROVE PATIENT CARE

Lawrenceville, NJ, February 17, 2009 – MDAdvantage Insurance Company of New Jersey today announced that it is now offering a premium discount to policyholders who utilize SecuReach™, a HIPAA compliant, private voicemail system tailored exclusively to physician practices.

SecuReach™ addresses an important need in physician practices by utilizing a secure web-based voicemail system to assist with the tracking of tests, referrals and follow-ups. SecuReach™ tracks all tests from the moment they are ordered until the time the patient receives the results. The application keeps track of all tests and referrals and notifies the staff when tests are not completed or messages are not retrieved through a system of daily alerts. SecuReach™ also increases office efficiency by facilitating communication between physicians and patients. SecuReach™ serves as a patient advocate, ensuring patient safety by improving communication of both abnormal and normal tests and instructions.

Through its Risk Management Incentive Plan, MDAdvantage offers premium discounts to physicians who implement certain office systems, such as the SecuReach™ product, that can help minimize risk exposure in their practice and improve the quality of patient care.

“SecuReach is in line with our philosophy to support New Jersey physicians through the use of patient safety programs that minimize risk,” commented Patricia Costante, Chairman and CEO of MDAdvantage. “And as a company built by physicians for physicians, MDAdvantage is happy to make available to our policyholders a tool developed by a physician.”

Policyholders who utilize the patient tracking system are eligible to receive a three percent discount on their annual premium. MDAdvantage will also pay the initial installation and training fees, and policyholders will receive a ten percent discount off of SecuReach’s standard monthly billing fees.

MDAdvantage is a leading provider of medical malpractice insurance in New Jersey. To learn more about MDAdvantage call 888-355-5551 or log onto the company's website, www.MDAdvantageonline.com.

To learn more about SecuReach Systems, log onto the company's website at www.secureachsystems.com.

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