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FOR IMMEDIATE RELEASE

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## **PeriGen, Inc. Announces Partnership with MDAdvantage that Will Reduce Insurance Costs for New Jersey Obstetricians**

Princeton, NJ (February 24, 2010) – PeriGen, Inc., the only OB-specific risk reduction company to provide solutions which generate immediate quantifiable clinical and financial value, today announced that it will renew its partnership with MDAdvantage, a leading professional medical liability insurance company serving obstetricians throughout New Jersey.

PeriGen is a technology-enabled solutions firm, providing a full suite of consulting and professional services to improve outcomes and increase patient safety in OB. PeriGen's solution suite includes the web-based PeriCALM Shoulder Screen™, which uses sophisticated algorithms to help doctors assess the risk of shoulder dystocia with injury in pregnant patients.

Under the partnership, MDAdvantage has signed a multiyear agreement with PeriGen, purchasing licenses for the web-based PeriCALM system that will be made available to their insured obstetricians at a reduced cost. MDAdvantage physicians who elect to use the PeriCALM Shoulder Screen will receive a 5% discount on annual insurance premium costs.

MDAdvantage obstetricians who use the PeriCALM Shoulder Screen, and also choose to participate in a CME course on fetal monitoring offered through MDAdvantage, are eligible for a significant discount of 15% on annual insurance premiums.

“We are pleased that MDAdvantage will continue to offer Shoulder Screen to their client obstetricians,” said Donald A. Deieso, Chairman and CEO, PeriGen, Inc. “We are proud

to partner with a physician insurer that not only encourages, but helps, its physicians to deliver the safest, highest-quality patient care available.”

A serious complication occurring during labor, shoulder dystocia can result in severe injury to the infant, including brachial plexus injury, Erb’s palsy, and cerebral palsy. PeriGen’s Shoulder Screen solution estimates the likelihood of shoulder dystocia with injury to the baby, and helps clinicians to decide the safest delivery method for both mother and child before the onset of labor. Clinicians use the statistical data provided by Shoulder Screen to clearly communicate the level of risk to patients, helping them to understand why the physician may recommend a specific course of action, such as Cesarean delivery.

“At MDAAdvantage, we partner closely with our insured physicians to enhance the delivery of healthcare” said Patricia A. Costante, Chairman and CEO of MDAAdvantage. “We have chosen to continue offering the system to our clients because it provides a scientifically grounded method to help them identify the women at greatest risk for this serious complication.”

The PeriCALM Shoulder Screen is just one element of PeriGen’s advanced clinical decision support and fetal monitoring suite. PeriGen’s patented solutions combine patient data with evidence-based guidelines to generate real-time prompts, alerts, and reminders at the patient’s bedside. Providing a virtual “safety net” for both patients and clinicians, PeriGen helps to ensure the early identification of potential problems, leading to swift intervention and better clinical outcomes. PeriGen’s solutions also include the use of advanced, proprietary reporting and analytics tools, which help clients to drive a cycle of continuous quality improvement, and to achieve the highest standard of care.

### **About PeriGen, Inc.**

Formerly E&C Medical Intelligence, PeriGen is a technology-enabled professional services company specializing in risk reduction and clinical quality improvement in Obstetrics and is the only OB-specific risk reduction company to provide solutions which generate immediate quantifiable and clinical value. Singularly focused on reducing risk and improving financial performance, PeriGen’s clinical decision support and fetal monitoring solutions are installed in over 100 hospitals across North America. A pioneer in clinical decision support, PeriGen provides innovative solutions and a full suite of complementary professional and consulting services that reduce risk and improve clinical outcomes. PeriGen is a US corporation headquartered in Princeton, New Jersey, with offices in Canada and Israel. For more information, please visit us at [www.perigen.com](http://www.perigen.com)

### **About MDAAdvantage**

MDAAdvantage Insurance Company of New Jersey is a leading provider of medical professional liability insurance in New Jersey.

MDAAdvantage provides a full range of services to help reduce liability exposure in medical practices. The comprehensive risk management program includes CME-accredited

seminars and workshops, home study courses and on-site practice assessments. MDAvantage's team of claim professionals has earned a reputation for superior clinical and legal expertise. For more information, visit [www.MDAvantageonline.com](http://www.MDAvantageonline.com).

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