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For Immediate Release

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MDADVANTAGE, SECUREACH WORKING TO IMPROVE PATIENT CARE

Lawrenceville, NJ, April 1, 2008 – MDAdvantage Insurance Company of New Jersey today announced that it has entered into an agreement with SecuReach Systems, Inc., as a preferred provider of its patient communication solutions, a private voicemail system tailored exclusively to physician practices. The SecuReach™ product is one piece of a full range of services and tools that MDAdvantage offers to help physicians reduce risk exposure in their practice and improve the quality of patient care.

The SecuReach System addresses an important need in physician practices by utilizing a secure voicemail system to assist with the tracking of tests, referrals and follow-ups. SecuReach™ tracks 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™ may help reduce liability exposure by assisting physicians with tracking and documenting patient communications. SecuReach™ increases office efficiency by facilitating communication between physician practices and patients by decreasing the number of phone calls needed from the practice to the patient. SecuReach™ also serves as a patient advocate, ensuring patient safety by improving communication of both abnormal and normal tests and instructions.

“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.”

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.

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