

FOR IMMEDIATE RELEASE

**NATIONAL TRANSLATIONAL MEDICINE CONSORTIUM SELECTS
CHANGE:HEALTHCARE TO ENHANCE COMMUNICATIONS, RESEARCH**

NASHVILLE, Tenn., (August 24, 2009) – change:healthcare has been chosen by GeneSyn IP Ventures, LLC, a partner of the Keystone Institute for Translational Medicine in Philadelphia, Penn., to support a national translational medicine technology consortium, officials announced today.

The move is intended to help the Keystone Institute for Translational Medicine more quickly reach their goal of increasing the speed with which medical and health-related discoveries become significant patient care advances.

An alliance of three Pennsylvania medical institutions led by Temple University School of Medicine, the Keystone Institute for Translational Medicine is implementing research on the genetic, behavioral and social causes of diseases such as diabetes, hypertension, lung disease, obesity and specific cancers that affect urban and rural Pennsylvanians. The institute's commercialization partner, GeneSyn IP Ventures, is leading a group of technology providers to support the institute's mission and develop new tools for advancing bench-to-bedside medicine.

"We selected change:healthcare because their innovative platform provides valuable services and tools to patients and facilitates communication among all stakeholders in translational medicine – researchers, healthcare professionals, consumers, patients and community leaders," said Dr. Elliot Menkowitz, chairman, GeneSyn IP Ventures, and Temple University School of Medicine alumnus. "We are searching for leaders within the Health 2.0 community, like change:healthcare, who can bring experience and tools to bear in transforming medical knowledge."

"The Keystone Institute is seeking to remove barriers that have previously impeded the translation of medical research discoveries to solutions in clinical practice, said Eric Abel,

assistant dean and assistant vice president, Temple University Health Enterprise. “I have every confidence that the technology consortium will help us achieve that goal.”

A technology company focused on cost transparency while helping people save money and make more informed healthcare consumer decisions, the internet-based change:healthcare (www.changehealthcare.com) provides its member users access to a wide variety of healthcare information and social networking processes to more easily share healthcare experiences and attitudes about medical provider quality, cost, access and performance.

“We’re excited about joining this national healthcare consortium,” said Christopher Parks, co-Founder and CEO of change:healthcare. “Our technology tools are helping change the way consumers access, judge and share health and cost information, as they navigate the American healthcare system. We look forward to adapting, developing, and supporting the translational medicine technologies of the future.”

About change:healthcare

change:healthcare, inc. (www.changehealthcare.com) is a technology company dedicated to helping people save money and make better healthcare consumer decisions. Their information and internet-based solutions are available to: third party administrators, self-insured employers and health plan administrators interested in controlling healthcare costs by engaging their employees in making more informed healthcare decisions.

About GeneSyn IP Ventures, LLC

GeneSyn IP Ventures, LLC is a venture capital firm and commercialization partner of the Keystone Institute for Translational Medicine. GeneSyn provides capital, services, and support to the Keystone Institute and emerging companies providing solutions, products, or services that advance translational medicine and are synergistic with the Institute’s mission.

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