



MEDIA RELEASE

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HYGEIA INTRODUCES THE AIR AMBULANCE EXCHANGE

MIAMI, FLORIDA – November 01, 2004 – When air ambulance services are needed, time is of the essence. But when cost management is also important, identifying quality Providers that offer cost effective services is equally essential. Hygeia is pleased to provide clients and the healthcare industry with a unique method for finding the most cost-effective, quality air ambulance services.

Formerly Air Ambulance Connection, The Air Ambulance Exchange is not an air ambulance company, nor a broker. We facilitate transactions between the purchasers and providers of air ambulance services.

Through The Air Ambulance Exchange™, medical managers, utilization review and hospital personnel can post their flight needs online, and receive competitive bids from quality providers worldwide.

Whether the need is for private transports, repatriations, commercial airline medical escorts or organ transplant transportation, using The Air Ambulance Exchange™ will eliminate the need to search for multiple quotes and determine the credibility of Providers. Preferred Air Ambulance Providers can only participate after they are credentialed, with key information available on file. This enables you to choose Providers based upon both quality and price.

“When this type of service is needed, prompt information exchange is critical, and advantageous to all participants,” explained Robert Manno, Hygeia’s Director of Air Ambulance Exchange Services. “We’ve created the world’s only centralized market place facilitating the most efficient exchange of services.”

A Payer can access the site by logging on to Hygeia’s Payer Portal or the corporate site at www.hygeia.net anytime, 24/7 and launch ‘The Air Ambulance Exchange™’. After completing a simple registration form, Payers can post their flight requirements. The Air Ambulance Exchange system registers the request and instantaneously emails a notification to all Providers, who usually offer quotes in 60 minutes or less. Then the Payer can compare quotes and review provider profiles and choose the company (via our website) that offers the best combination of quality and price. The site also provides cumulative statistical reports that track savings and utilization through our online reports.

After a flight request has been selected or cancelled, Providers are able to see their competitors’ bid on that flight, (*if they offered their quote within one hour of the flight request being posted.*)

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“This helps to facilitate a gradual competitive price shift to the right market level, which benefits the Payer,” explained Mr. Manno. “However, it also benefits the Providers by giving them the market intelligence that helps them become more price competitive.”

The Benefits Of Using The Air Ambulance Exchange™ For Payers

- Access to a global network of air ambulance providers through a single website.
- List your flight request within minutes.
- Efficient delivery of several independent quotes with company credentials from Providers on one page for easy comparison.
- Save time better spent on case management and patient care
- Eliminates need to pay costly broker fees.
- Generate reports for your cost analysis meetings.
- Available Back-Hauls listing of reduced-rate flights (30%-60% savings)

For Providers, The Air Ambulance Exchange represents a great vehicle to market their services to a global customer base and offer competitive bids for transportation services to multiple buyers through a single source. A Provider will select the “Provider Registration” icon to join the service and complete their Company Profile. Once the credentialing application is approved, flight requests are sent via email (which can be conveniently forward to a PDA, pager, or cell phone messenger. If the Provider is elected to provide the transport, a nominal fee is charged that is fully refundable if the flight does not take place.

The Benefits Of Using The Air Ambulance Exchange™ For Providers

- Expand market awareness about your company without increasing your marketing expenditure
- Increase your revenue base by accessing a global marketplace of credible purchasers through a single source
- Receive and view flight requests in real time around the clock
- Decrease your marketing costs by having The Air Ambulance Exchange bring the purchasers to you
- Redirect marketing savings to expanding and improving your products and services, and concentrating on satisfying customers
- Decrease administrative costs by responding to requests using quick and easy online tools
- Use online reporting to review competitive prices and improve your pricing model
- Decrease your business risk by working with Hygeia’s preferred purchasers

Hygeia Corporation is a health service intermediary that builds relationships and manages transactions between Healthcare Payers and Healthcare Providers. Our suite of services includes our national Preferred Provider Organization, leading Claim Arbitration Service, Provider claim settlement solutions and an Air Ambulance Exchange Service.

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