

PRESS RELEASE



AssistMed enters into a Joint Marketing Agreement with Armada Health Care

Beverly Hills, CA, January 12, 2009: AssistMed, Inc. today announced it has entered into a Joint Marketing Agreement with Armada Health Care, a Specialty Pharmacy Contracting Organization providing Armada's members with access to AssistMed's Patient Adherence Solutions.

AssistMed's solutions help patients, providers, and caregivers collaborate via Web- and cell-phone-based applications, improving patients' adherence to prescribed plans-of-care, promoting pharmaceutical regimen persistency and advocating self-care compliance.

"Medication adherence management is of particular significance to Specialty Pharmacy Providers," said Adee Feinstein, VP, Patient Adherence Solutions, AssistMed, Inc. "Improving patient compliance represents the apex of the mission faced by Specialty Pharmacy. The role of the Specialty Pharmacist has taken on added significance as a function of the cost of the prescribed drug therapy and the increased patient risk potentially incurred as a result of poor adherence."

Under the joint agreement AssistMed will provide Armada's members with customized, branded adherence management systems. These solutions may be employed within new or existing Specialty Pharmacy Service Agreements.

"We see great value in providing our members with access to these innovative technologies, which can empower their business mission and deliver significant competitive differentiation" stated Lawrence Irene, RPh, CEO, Armada Health Care. "We see this exciting relationship as yet another important step in defining the scope, reach, and service capability of the Specialty Pharmacy trade segment. Enhanced patient compliance is an essential focus of the specialty pharmacy channel and AssistMed has developed tools which add a new dimension to the standard of care."

AssistMed's Patient Adherence Solutions include Clinication™, a Web-based Patient/Provider Adherence Management System, and CellPly™, a device-independent mobile phone solution which follows patients wherever they may be. These technologies are designed to support and reinforce Specialty Pharmacy's focus on Patient Education, Ongoing Monitoring, and Required Interventions, all at a fraction of the cost of traditional outbound call centers.

About Armada Health Care

Armada Health Care is the nation's largest Specialty Pharmacy Contracting Organization. Armada and its network of national, regional and local specialty pharmacies promote the many comprehensive, patient-centric prescription services provided by Specialty Pharmacies. Armada's market leading success is driven by its ability to consistently deliver to the market unique disease specific manufacturer programs and contracting agreements. These programs are supported by Armada's proprietary prescription data software and customized data management reports. In 2008, Armada members dispensed more than \$15 billion of specialty pharmacy prescriptions. For more information please visit www.armadahealthcare.com

About AssistMed

Headquartered in Beverly Hills, California, AssistMed, Inc. provides information-technology solutions for healthcare organizations. The company's products and services facilitate provider adoption while improving healthcare quality, streamlining workflow, and reducing costs. Solutions include: Patient Adherence Management, Electronic Health Record, Personal Health Record and Patient Portal, Practice Management System, e-Prescription, Dictation, Speech Recognition, Transcription Service, Natural Language Processing, Nurse Performance Management, and Voice Authentication of Verbal Orders. Please visit www.assistmed.com for more information.

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