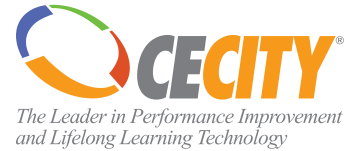




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NEWS RELEASE

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ABMS Announces Strategic Alliance with CECity

Tools to align Physician Quality Reporting with MOC

CHICAGO – Sept. 29, 2011 – The American Board of Medical Specialties (ABMS) and CECity.com, Inc. (CECity) announce a strategic alliance to offer physicians access to an integrated system for participation in the Centers for Medicare & Medicaid Services' (CMS) Maintenance of Certification Physician Quality Reporting System (MOC:PQRS) program. ABMS is the organization overseeing the certification of physician specialists in the United States. CECity is a leading provider of products and services for performance improvement and lifelong learning. MOC:PQRS was created under the Patient Protection and Affordable Care Act of 2010 to improve patient care through alignment of certification activities with federal public reporting initiatives.

CECity has worked with ABMS to develop and launch a suite of tools to help physicians fulfill MOC:PQRS requirements, including: a customized version of its online registry (*PQRwizard for MOC™*), a patient experience of care survey and module for reporting the completion of requirements to CMS.

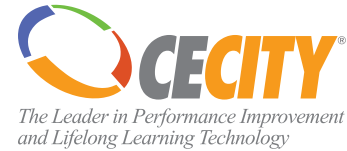
The tools are available to physicians Board Certified by an ABMS Member Board that agreed to meet certain CMS requirements. In 2011, the qualified boards participating in MOC:PQRS include the: American Board of Allergy and Immunology, American Board of Dermatology, American Board of Neurological Surgery, American Board of Nuclear Medicine and American Board of Radiology.

“We are excited to join with CECity to promote activities that increase alignment between federal quality reporting and MOC learning and practice assessment,” said Kevin B.



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Weiss, MD, ABMS President and CEO. “In doing so, we have taken a significant step forward in increasing the value of MOC while advancing health care quality for the benefit of the public.”

“CECity is proud to partner with ABMS to offer MOC-based solutions that will rapidly scale quality programs and directly impact patient outcomes,” said Simone Karp, RPh, Co-Founder and Chief Business Officer of CECity. “We appreciate this opportunity to participate in advancing health care quality by connecting stakeholders in a meaningful way that facilitates lifelong learning and continuously drives performance improvement.”

CECity and ABMS will be developing additional registry-based products that enhance MOC, knowledge assessment, practice assessment and quality improvement.

The new MOC:PQRS tools are now available at <http://MOCmatters.abms.org>.

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About ABMS

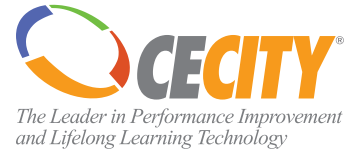
For more than 75 years, the American Board of Medical Specialties (ABMS) has been the medical organization overseeing physician certification in the United States. It assists its 24 Member Boards in their efforts to develop and implement educational and professional standards for the evaluation and certification of physician specialists. ABMS Member Boards provide physician certification information to ABMS for its certification verification service programs. ABMS is recognized by the key health care credentialing accreditation entities as a primary equivalent source of Board Certification data for medical specialists. Patients can visit www.CertificationMatters.org or call toll-free (866) ASK-ABMS to see if their physician is Board Certified by an ABMS Member Board. For more information about ABMS, visit www.abms.org or call (312) 436-2600.

The 24 Member Boards that make up the ABMS Board Enterprise and cover over 150 medical specialties and subspecialties include the: American Board of Allergy and Immunology, American Board of Anesthesiology, American Board of Colon and Rectal Surgery, American Board of Dermatology, American Board of Emergency Medicine, American Board of Family Medicine, American Board of Internal Medicine, American Board of Medical Genetics, American Board of Neurological Surgery, American Board of Nuclear Medicine, American Board of Obstetrics and Gynecology, American Board of Ophthalmology, American Board of Orthopaedic Surgery, American Board of Otolaryngology, American Board of Pathology, American Board of Pediatrics, American Board of Physical Medicine and Rehabilitation, American Board of Plastic Surgery, American



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Board of Preventive Medicine, American Board of Psychiatry and Neurology, American Board of Radiology, American Board of Surgery, American Board of Thoracic Surgery and American Board of Urology.

About CECity

Founded in 1996, Pittsburgh, Pennsylvania-based CECity (www.cecocity.com) is the health care industry's leading software as a service (SaaS) provider of cloud-based applications and distribution networks for Performance Improvement and Lifelong Learning. Health care professionals and organizations, including quality organizations, health plans, hospitals, pharmacy chains, certifying boards, licensing boards, publishers, professional societies, academic medical centers and educational providers, count on CECity to power their solutions for continuous performance improvement, registries, professional development, patient safety and adherence, population health informatics and quality reporting in support of health care and payment reform.

For more information about CECity, visit www.cecocity.com or call (412) 586-3311.