



Baylor Health Care System Affiliate HealthTexas Provider Network Selects CECITY Cloud Platform

PITTSBURGH, PA and DALLAS, TX – Nov. 11, 2014 – CECity, healthcare’s leading provider of cloud-based registry solutions for value-based payment, professional certification and performance improvement, announced today that it has been selected by Baylor Scott & White affiliate HealthTexas Provider Network (HealthTexas) to power the quality reporting, performance management and improvement solution for its network of more than 750 providers practicing across more than 200 care delivery sites.

HealthTexas will use CECity’s cloud-based *Avedis Enterprise*® registry platform to streamline and automate quality reporting across multiple public and private payor programs that offer value-based payments under health care reform. This platform will enable HealthTexas to proactively track, manage and identify opportunities to improve clinical and financial performance across the entire provider network, on a continuous basis throughout the year.

“As more payors link payment to health care quality and patient outcomes, value-based programs have grown in number and complexity, leaving healthcare organizations with dozens of siloed quality measure initiatives and a heavy administrative burden,” said Ariann Polasky, CECity’s Senior Director of Provider Products. “By leveraging CECity’s cloud platform, HealthTexas is now able to satisfy multiple quality-reporting programs with a single data feed from their EHR, allowing them to rapidly move beyond periodic measurement for reporting purposes, to focus on continuously closing care gaps identified through our registry platform. This is the key to improving patient care and realizing financial success in the new value-based economy.”

Value-based programs that are to be reported through the CECity solution include the Centers for Medicare and Medicaid Services (CMS) Physician Quality Reporting System (PQRS), Value-based Payment Modifier (VBM) and eCQM and Specialized Registry reporting under the Electronic Health Record Incentive Program (Meaningful Use), as well as Bridges to Excellence® (BTE), the largest private pay-for-performance program, which offers significant incentives through many national and regional health plans, including Blue Cross Blue Shield of Texas.

The CECity solution for HealthTexas includes a custom registry that supports the aggregation of clinical, financial, administrative and patient-reported data from HealthTexas EHRs and other information systems. CECity converts that data into actionable population health information on a *daily basis* using nationally recognized performance measures to benchmark providers against their peers and to identify patient-level gaps in care. Easy to use web-based performance monitors enable community-wide engagement throughout the HealthTexas network, from individual providers and teams to administrators.

CECITY will also provide single click access to professional and patient education, tools, resources and other interventions through CECity’s MedConcert® (www.medconcert.com) portal to help create a learning

health system model within the HealthTexas network that supports continuous improvement based on identified performance and knowledge gaps. This will be accomplished by linking to the CECity library of evidence-based content, the largest of its kind, which has been developed in partnership with hundreds of medical specialty societies, medical publishers and world leaders in quality improvement research.

About Baylor Scott & White Health

Baylor Scott & White Health, the organization formed from the 2013 merger between Baylor Health Care System and Scott & White Healthcare, is today the largest not-for-profit health care system in the state of Texas. With total assets of \$8.6 billion* and serving a geographic area larger than the state of Maine, Baylor Scott & White Health has the vision and resources to provide its patients continued quality care while creating a model system for a dramatically changing health care environment. The organization now includes 46 hospitals, more than 500 patient care sites, more than 6,000 active physicians, 36,000 employees and the Scott & White Health Plan. For More Information visit: <http://www.BaylorScottandWhite.com> (* based on unaudited fiscal year 2014 financial statements).

About CECity®

CECity is the health care industry's leading provider of cloud-based registry solutions that address the "3 Ps" driven by healthcare reform: Pay for Value Reporting, Performance Improvement and Professional Certification. CECity combines its unique registry and Big Data analytics platform with education and improvement interventions from world-class partners, to help all stakeholders answer the most important question, "How Do We Improve?" Since 1997, leading organizations across healthcare have counted on CECity to power and scale their high-stakes performance measurement, management, reporting and improvement solutions as part of a global learning health system model for practice-based safety and quality improvement. CECity was one of the first PQRS registries qualified by CMS in 2008 and is widely recognized as the #1 cloud-based PQRS registry today. CECity powers more 25 percent of the nation's Qualified Clinical Data Registries in partnership with leaders in quality and is the exclusive performance assessment organization for the Bridges to Excellence program. Learn more: www.cecity.com.

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