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For Immediate Release

**Office Ally Customers Now Enjoy Single Sign-On to YourCity.MD's
Free Patient Feedback and P4P Reports**

CINCINNATI – February 13, 2008 – YourCity.MD LLC (www.YourCity.md), healthcare's local navigation system with over 300 city-specific and physician-recommended Web sites across the U.S., today announced that healthcare providers using Office Ally (www.officeally.com) can access free, real-time patient surveys and feedback reports – on the same screen and with the same password - effective March 1, 2008.

“We wanted to make it easier for doctors and office staff to handle billing, practice management and check on their patient feedback reports all from one screen. Now, all of these tools that are vital to practice promotion, reimbursement and patient retention/satisfaction are free and available through one single sign-on,” said Dr. Michael Barber, Chief Medical Officer at YourCity.MD.

“Rather than spend \$400-500 per doctor on outsourcing patient satisfaction surveys or bearing the cost and time burden internally, Office Ally customers can now get real-time, digital survey reports that help them prepare for pay for performance, and for providers in California, YourCity.MD makes it easier for physicians to collect the 30 percent of their pay for performance bonuses tied to patient satisfaction,” said Joe Benza, President and Founder of YourCity.MD.

YourCity.MD's fair and constructive patient feedback process is aimed at improving the patient experience – not maligning physicians. Unlike other rating systems, YourCity.MD's process allows doctors to have control of the process, review patient feedback and address negative comments confidentially.

Of the 183,000 Office Ally customers nationwide, 90,000 of them are in California, which represents 90 percent of the California independent practice association (IPAs) market. These IPA physicians can now refer patients to over 45 city-specific healthcare Web sites in



California, such as www.SanBernardino.MD, www.LosAngeles.MD, or www.Pasadena.MD, for health content, searchable provider listings and the ability to give feedback on their doctor/office visit experience – rating data is an important criteria for reimbursement under California’s pay for performance (P4P) system and the national move towards provider profiling.

How Providers Benefit from the YourCity.MD and Office Ally Partnership:

- Providers can become free members on over 300 local YourCity.MD Web sites, such as www.SanFrancisco.MD, www.NewYorkCity.MD, www.Chicago.MD and www.Cincinnati.MD. A full city listing is at: www>YourCity.MD.
- Providers receive free, digital patient feedback and rating data to address concerns, lessen malpractice risk, improve doctor/patient relationships, meet pay for performance and provider profiling guidelines, and realize increased reimbursement.
- Providers can use free claims processing, free practice management tools, free personal health records and the lowest cost (\$29.95/month) electronic health record on the market.

About YourCity.MD

Founded on the principle that healthcare is and should be local, YourCity.MD LLC is healthcare’s trusted local navigation system, helping consumers in over 300 cities find not just medical content, but linking information directly to the appropriate local healthcare resource, local provider and help needed to solve a medical problem. Easy to find with its specific domain names with the .MD extension, YourCity.MD helps consumers translate medical content into actionable information, pointing the way to local healthcare resources and doctors at their time of need. YourCity.MD helps providers grow and improve their medical practice through free, low-cost online tools and electronic services and a third party independent doctor rating/patient feedback system that serves as a dependable source of referrals. For more information, visit www>YourCity.MD or type in your local city name with the new .MD TLD Internet extension.

About Office Ally

Office Ally is a full service clearinghouse offering a range of free or low-cost Web-based services to providers. Founded in 1999, Office Ally now has more than 183,000 providers who use their completely free electronic claims services to submit claims to 2,000 payers across the country. For more information, call (949) 464-9129 or send an e-mail to info@officeally.com.