



**FOR IMMEDIATE RELEASE:**

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**HIPAAANSWERS™ AND PSS ENTER INTO A DISTRIBUTION AGREEMENT**

**Minneapolis, MN, October 21, 2002**—HIPAAnswers™ and Physician Sales & Services, Inc. (PSS), the largest distributor of medical supplies to the U.S. physician market, have entered into a distribution agreement to help healthcare businesses formulate solutions for achieving compliance with the Health Insurance Portability and Accountability Act of 1996 (HIPAA).

HIPAAAnswers provides a Web-based subscription service updated continuously to assist healthcare businesses comply with HIPAA. Unlike similar services, HIPAAAnswers helps healthcare businesses such as clinics and physician practices address all final HIPAA regulations. This makes HIPAAAnswers ideal for small to medium healthcare businesses seeking a cost-effective way to comply with HIPAA without hiring expensive outside consultants.

Currently, HIPAAAnswers is distributed through its Website and by phone orders. The new distribution agreement with PSS will increase the awareness and availability of HIPAAAnswers to healthcare businesses in need of compliance assistance. PSS will begin to offer its customer base of approximately 100,000 physicians and alternate care sites assistance with HIPAA compliance through the use of HIPAAAnswers.

“HIPAAnswers is very pleased with this agreement, and looks forward to working with PSS,” Kevin Noone, Director of Medical/Surgical Sales for HIPAAnswers, commented.

Many healthcare businesses are feeling the pressure of meeting the upcoming deadline for compliance with HIPAA, and have already applied for a deadline extension to meet the transactions requirement. The deadline for meeting the privacy requirement arrives in April, 2003. HIPAAnswers feels that alliances such as this one with PSS are critical to helping the healthcare industry meet HIPAA requirements and deadlines.

PSS World Medical, Inc. is a specialty marketer and distributor of medical products to physicians, long-term care providers and imaging consumers through its three business units to consumers in all 50 states. Since its inception in 1983, PSS has become a leader in all three market segments that it serves.

HIPAAAnswers is based in Eden Prairie, Minnesota. To find out more about HIPAAAnswers please call 866.326.6785 or go to [www.hipaanswers.com](http://www.hipaanswers.com).

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