

FOR IMMEDIATE RELEASE:

Contact: Dirk Niles, VP, Sales and Marketing
HIPAAnswers
dirk_niles@hipaanswers.com
(952) 400-1100

**National Healthcare Market Success Drives
Growth and Expansion of HIPAAnswers™**

Minneapolis, MN, October 7, 2002—HIPAAnswers™ surpassed a major sales milestone by obtaining new customers in over 35 states across the country. Staff growth in support of this successful national launch prompted HIPAAnswers to relocate to a larger office space in a new business park. HIPAAnswers is the affordable online service helping healthcare organizations comply with the Health Insurance Portability and Accountability Act of 1996 (HIPAA). Typical customers are provider groups, hospitals and long-term care facilities.

“HIPAAnswers is gaining national attention by truly helping healthcare organizations save time and money in the compliance process,” said Scott Thiele, CEO. “HIPAAnswers provides the knowledge base and intuitive structure enabling you to minimize expensive outside help.” By organizing information and providing useful advice, tools and updates tailored to your unique facility, HIPAAnswers can save hundreds of hours over the frustrating go-it-alone approach.

“With a practice as large as ours, HIPAA compliance is a big job. There’s so much to know and do. The folks at HIPAAnswers have figured it all out and broken it down into manageable pieces. This is a huge timesaver,” said Wendy Rider, business office supervisor at Metropolitan Urologic Specialists in St. Paul, Minnesota, an organization with 19 physicians and 100 employees in seven locations.

Adrienne Zarn, coding and medical records supervisor at Apple Valley Medical Center (AVMC), Apple Valley, Minnesota, said, “There are a number of solutions out there, but many of them are cost-prohibitive or simply too unreliable. The more I learned about HIPAAnswers, the more convinced I was that it contained everything we needed – including access to experienced healthcare consultants – but without the price tag.” With 12 physicians, AVMC provides 24-hour urgent care, an emergency room, a laboratory, and X-ray facilities.

For more information or to see a demonstration, visit www.hipaanswers.com, or call HIPAAnswers toll-free at 866.326.6785. The new location for HIPAAnswers is 8941 Aztec Drive, Eden Prairie, MN 55347.

About HIPAA

Each time a patient sees a doctor, is admitted to a hospital or goes to a pharmacist, a record is made of confidential health information. Congress enacted HIPAA in part to protect this information. HIPAA requires new safeguards to protect information security and confidentiality, and specifies civil liability and/or criminal penalties for individuals and providers violating the law.

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