



Press Release

Mike Fink Joins Unibased Systems Architecture, Leading Healthcare Revenue Cycle Management Firm

Chesterfield, MO., November 5, 2009: Unibased Systems Architecture, Inc. (Unibased) announced that Mike Fink has joined the company as Principal Consultant. Mr. Fink will be responsible for sales of the award-winning Unibased ForSite2020[®] suite of products to large hospital networks. A respected industry veteran, Mr. Fink has more than 20 years of successful sales experience in the healthcare marketplace, 15 of which include the sale of hospital information systems with McDonnell Douglas Health Systems and First Data Corporation. As an accomplished executive with a successful track record in strategic sales, account management and client relations, Mr. Fink has both direct sales and sales management experience, serving on the executive sales staff for First Data where he received both individual and team recognition for sales production and client satisfaction.

Mr. Fink also has extensive experience as a hospital executive. He was a member of the Senior Staff at St. Anthony's Medical Center, where he served as CIO and Vice President of Business Development. At St. Anthony's, a major IDN in the St. Louis metro area, Mr. Fink wore several hats including the oversight of a successful effort to move all information systems from several facilities to St. Anthony's new centralized data center, creating an entire IT staff as well as re-negotiating critical IT systems agreements. He also managed all marketing and physician practice operations, and participated in bringing key physicians to the campus.

Larry Covington, Unibased CEO, indicated, "Mike's unique background as a provider senior executive and HIT vendor manager offers Unibased a better perspective of market issues and opportunities for high level client relations. Having played several years professionally in the NFL, Mike understands the importance of a team mentality. He is a proven team builder, skilled in client relations, physician recruiting, and training & development with consistent success in exceeding personal and organizational goals."

About Unibased Systems Architecture: Celebrating its 23rd year in the HIT industry, Unibased Systems Architecture's reputation for product quality, reliability, and supporting services has no equal. Unibased and its products have maintained the highest rankings from the KLAS[™] independent reporting for the last eight years. Unibased is often referred to as the "perfect vendor" by its clients. Unibased markets various products that are open, scalable, integrated client/server and web-enabled

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solutions, designed to meet the unique needs of sophisticated enterprise organizations. Unibased also has major solution offerings in the air travel market, providing real-time production scheduling, human resource, security and financial systems.

In the HIT industry, Unibased offers ForSite2020® as an integrated solution that provides alternative access management techniques, including scheduling, EMPI, and registration, and tracks patient resource needs from pre-access through follow-up. ForSite2020 also monitors the effectiveness of clinical programs, financial productivity, and capacity management. ForSite2020 has an integrated module which addresses surgery procedure(s) and surgeon scheduling, pre-admission activity monitoring, surgeon preferences, suite utilization, materials management, clinical worker training and certification, perioperative charting, and surgery based EHR. ForSite2020 results in significant improvements in physician and patient relations by including a physician portal, consumer portal, automated order creation, a business intelligence offering labeled ForSite Analytics, and revenue cycle functions such as validation of patient demographics, patient's current insurance eligibility checking, assurance of medical necessity compliance, and estimation of the patient's out-of-pocket expense based upon scheduled and ordered services. All Unibased solutions are supported by integrated automatic data collection processes such as bar coding, facsimile collection and retention, optical and intelligent character recognition and document image collection and storage, all linked to the appropriate patient and administrative records.

Unibased products and services are available through direct sales, marketing partners, value-added resellers and system integrators. Unibased Systems Architecture is a private corporation founded in 1986, and is based in Chesterfield, Missouri. Visit Unibased on the web at www.unibased.com.

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