



Media Contact:

Mona Lori
OutOfpocket.com
Phone: (847) 299-7816
mona.lori@outofpocket.com

Consumers Collaborate to Expose Health Care Prices

Chicago, June 27, 2007 – Consumer advocates launched www.OutOfPocket.com today to help consumers look up and compare *true* prices for routine health care services. Developed by a team of consumers with a background in health care IT, the project was inspired by the lack of price transparency for cost-conscious consumers who need to effectively manage their health care dollars. The contents of the directory are contributed by consumers to share with other consumers, and everyone is invited to participate – including the insured and uninsured.

“Our vision is to expose health care pricing using social networking,” said Mona Lori, Consumer Advocate, OutOfPocket.com, “Health care is the only industry that sells services to consumers without openly disclosing prices. Everyone should have easy access to true health care pricing - before they enter a doctor’s office.”

OutOfPocket.com is a collaborative effort by consumer champions. The prices in the directory are posted by consumers and supplemented with pricing from directories such as Medicare. “Our experience implementing computer systems for hospitals, clinical laboratories and physician offices showed us that the health care market is extremely inefficient.” said Patrick Frisbie, CTO, OutOfPocket.com. “We concluded that there must be a better way to do this. By enabling consumers to collaborate, we hope to enable a consumer-driven market.”

Knowledge is powerful. Consumers can look up how much a service will cost before they visit a doctor’s office. The website is free and benefits the 10 million consumers with high-deductible health insurance plans, and the 44.8 million uninsured Americans that currently pay inflated prices for health care services.

Health care prices continue to rise each year. Americans are spending \$1.9 trillion a year on health care, and by 2016, health care spending is expected to reach \$4.1 trillion. Consumers are paying more of their own health care costs in the form of higher premiums, deductibles, co-pays, and out-of-pocket expenses for health care services. Many employers, in an effort to keep costs down, are offering their employees higher-deductible and lower premium health insurance plans. OutOfPocket.com helps consumers make informed decisions about their health care spending by providing them with a directory of *true* prices for routine health care services.

About OutOfPocket.com

OutOfPocket.com is a service of Flying Aces Technology, Inc., a provider of technology consulting services and custom software solutions for the health care industry. Founded in 1995, Flying Aces has a strong custom base and broad expertise developing software solutions for hospitals, clinics, labs, physicians, software vendors and consulting firms including: Abbott Molecular, Advocate Health Partners, Allscripts, Beckton Dickinson & Company, Genesis Clinical Laboratory, Medicity, Noteworthy Medical Systems and Park City Solutions. For more information, visit www.flying-aces.com.