

News Release
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Horizon Blue Cross Blue Shield of New Jersey

Making Healthcare Work.

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**HORIZON BLUE CROSS BLUE SHIELD OF NEW JERSEY
TO OFFER SELECT DOCTORS BROADBAND INTERNET ACCESS**

Initiative Gives Doctors Internet Access To Patient Medical, Benefits, And Claims History

(Newark, NJ, August 12, 2005) – Horizon Blue Cross Blue Shield of New Jersey (Horizon BCBSNJ) today announced its plans to enhance and streamline interactions with select network physicians, who previously were without Internet access, by providing them with broadband Internet access. As part of Horizon's \$5 million Health Connections initiative, the company has partnered with IVANS, Inc. and Atlantic Physician Associates, LLC (APA). IVANS, Inc. will provide high-speed broadband services for physicians to access APA's secured data center linking to Horizon BCBSNJ's online provider services and other medical Web sites.

This initiative will increase the number of physicians using Horizon BCBSNJ's Online Provider Services to quickly and accurately verify a patient's insurance eligibility, co-payment and benefits, check the status of claims and authorizations, submit referrals and review medical policies and drug formularies.

APA is a New Jersey-based provider of medical practice management, electronic medical record software and other medical office solutions, and currently serves practices in New Jersey, New York and Vermont through secure connections over the Internet. APA's network security provides encrypted Internet connections that ensure all communications remain private and conform to federal HIPAA privacy regulations.

"Horizon Blue Cross Blue Shield of New Jersey is committed to enabling our network physicians with technology and enhancing their access to key information at the point of care thereby increasing the quality of care delivered to their patients," said Dr. Richard Popiel, vice president and chief medical officer for Horizon BCBSNJ. "APA provides physicians with secure access to important information, including a patient's medical history and the latest clinical guidelines."

Horizon BCBSNJ is eliminating one of the reasons cited by physicians for not using new technology – the cost. Horizon BCBSNJ is paying for the computer hardware, software, access to APA's secured data center, IT support, and broadband Internet connectivity for the first 24 months. The Horizon's Health Connections initiative is designed to increase the use of new technologies among its network providers to reduce costs and increase efficiency and safety.

"Providing state-of-the-art patient care is a complex process that requires a competent, caring physician and rapid access to evolving medical information," according

to Dr. George Ambrosio, president of APA, himself a practicing physician. “The demands of maintaining a medical practice and coordinating billing and insurance claims can often waste valuable time better focused on patient care needs. Using secure information technology can simplify and expedite the insurance process, provide the necessary foundation for electronic medical records and at the same time deliver information about medical advances to the physician.”

“IVANS is pleased to be working with Horizon and APA to provide physicians with high-speed Internet services,” said Maggie O’Hara, IVANS Group Vice President, Sales and Service. “By managing the ordering and installation process, as well as providing help-desk support, IVANS will make it a quick and easy process for the physicians to get connected.”

About Horizon BCBSNJ:

Horizon Blue Cross Blue Shield of New Jersey, with headquarters in Newark, is New Jersey’s largest health insurer providing coverage to more than 3.1 million people. Horizon BCBSNJ’s company Web site is located at www.HorizonBlue.com. Horizon BCBSNJ is an independent licensee of the Blue Cross and Blue Shield Association.

About APA:

Atlantic Physician Associates LLC, founded in 1999, has corporate offices in Verona and maintains its primary data center in Lyndhurst. APA provides medical practice management and electronic medical record software and services to private physician practices as well as public health clinics, and tailors services to diverse medical specialties. Services can be scaled for small practices as well as large multi-site operations. APA supplies all essential business and clinical applications from its state-of-the-art data center to provider groups via secure, encrypted Internet connections. All services are fully compliant with HIPAA privacy and security regulations. APA’s website is www.atlanticphysician.com.

About IVANS, Inc.

IVANS, Inc. provides the healthcare and insurance industries with fully managed data network, EDI and agency-company interface solutions that provide seamless integration over public or private data networking infrastructures. Headquartered in Old Greenwich, Conn., IVANS serves more than 475 insurance and healthcare organizations, more than 30,000 independent agents and 23,000 healthcare providers. IVANS, which was formed in 1983 by 21 insurance companies, also has offices in Tampa, Fla., and Cincinnati, Ohio. For more information, please visit www.ivans.com.

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