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For Immediate Release

**YourCity.MD and Office Ally Enter Agreement;
Doctors Get Complete Set of Free Online Tools and Free Electronic Services
for Patient Care, Practice Management and Improved Reimbursement**

-- YourCity.MD and Office Ally agreement makes it easier for doctors to benefit from online health and Web-based services with little time or cost investment --

-- YourCity.MD provides Office Ally's customers with free, digital doctor rating and patient feedback reports to meet pay for performance guidelines and increase reimbursement --

CINCINNATI – January 15, 2008 – YourCity.MD LLC (www.yourcity.md), healthcare's local navigation system with over 300 city-specific and physician-recommended Web sites across the U.S., today announced that it has partnered with California-based Office Ally (www.officeally.com), the leader in Web-based claims processing, to provide the most complete set of free or low-cost tools to providers on the market, including free, digital doctor rating reports.

All YourCity.MD providers and all 183,000 Office Ally provider offices will now be able to electronically communicate with patients, payers and health systems at little or no cost by utilizing free claims processing, free personal health records, a free practice management system, the lowest cost electronic health record on the market, and a locally-based and fair doctor rating and patient feedback system – all offered through the joint YourCity.MD and Office Ally partnership.

Of the 183,000 Office Ally customers nationwide, 90,000 of them are in California, which represents 90 percent of the California independent practice association (IPAs) market. These IPA physicians can now refer patients to their specific local healthcare Web site, such as www.SanBernardino.MD, www.LosAngeles.MD, or www.Pasadena.MD, for health content, searchable provider listings and the ability to rate their doctor/office visit experience – rating data is an important criteria for reimbursement under California's pay for performance (P4P) system and the national move towards provider profiling.



A prominent structure in California, an IPA consists of a network of physicians who agree to participate in an association to contract with health maintenance organizations (HMOs) and other managed care plans.

“Digital medicine continues to exert a positive impact on the quality patient care. YourCity.MD and Office Ally remove one of the largest barriers to its utilization in the physician's office – namely that of perceived cost. By employing these free tools, doctors can experience its value,” said Dr. Ron Pion, principal of The Pion Group, a healthcare strategic consulting group and host of Rx Radio: Your Prescription for Health.

“We were looking for a partner that was trusted by providers and brought real value to patient care and practice management, and we found that with Office Ally,” said Joe Benza, CEO and Founder of YourCity.MD. “While other vendors are charging thousands for electronic healthcare services, YourCity.MD and Office Ally deliver the same or better value for free and that means no charge for training, customer support or software.”

“Physician groups were telling us that they needed a trusted and easy to use doctor rating and feedback system that was free, fair and allowed them to meet pay for performance guidelines and provider profiling requirements,” said Brian O’Neill, CEO of Office Ally.

“YourCity.MD now gives providers not only a fair doctor rating system that allows them to respond to and fix negative feedback, but the rating system is posted on a local site that has a direct impact on patient care and drives more patients to their office.”

How Providers Gain from the YourCity.MD and Office Ally Partnership:

- Providers can become free members on over 300 local YourCity.MD Web sites, such as www.SanFrancisco.MD, www.NewYorkCity.MD, www.Chicago.MD and www.Cincinnati.MD. A full city listing is at: www.YourCity.MD.
- Providers can refer patients to post ratings and feedback on their local city .MD Web site to improve patient care and increase patient traffic. Unlike other rating systems, YourCity.MD’s fair and constructive process allows doctors to review patient feedback and “followup” to negative comments before posting.
- Providers receive free, digital patient feedback and rating data to address concerns and improve doctor/patient relationships, meet pay for performance and provider profiling guidelines, and realize increased reimbursement.
- Providers can use free claims processing, free practice management tools, free personal health records and the lowest cost (\$29.95/month) electronic health record on the market.



About YourCity.MD

Founded on the principle that healthcare is and should be local, YourCity.MD LLC is healthcare's trusted local navigation system, helping consumers in over 300 cities find not just medical content, but linking information directly to the appropriate local healthcare resource, local provider and help needed to solve a medical problem. Easy to find with its specific domain names with the .MD extension, YourCity.MD helps consumers translate medical content into actionable information, pointing the way to local healthcare resources and doctors at their time of need. YourCity.MD helps providers grow and improve their medical practice through free, low-cost online tools and electronic services and a third party independent doctor rating/patient feedback system that serves as a dependable source of referrals. For more information, visit www.YourCity.MD or type in your local city name with the new .MD TLD Internet extension.

About Office Ally

Office Ally is a full service clearinghouse offering a range of free or low-cost Web-based services to providers. Founded in 1999, Office Ally now has more than 183,000 providers who use their completely free electronic claims services to submit claims to 2,000 payers across the country. For more information, call (949) 464-9129 or send an e-mail to info@officeally.com.