



MedAssets 2009 Technology and Innovation Forum Advances Progress in Healthcare Supplier Marketplace

ATLANTA, Nov 09, 2009 (BUSINESS WIRE) -- **MedAssets, Inc.** (NASDAQ: MDAS) recently held its eighth annual Technology and Innovation Forum in St. Louis, Mo., giving healthcare providers a venue to evaluate new products and services from innovative suppliers. The event identifies positive solutions that can quickly be brought to market through MedAssets' [group purchasing organization \(GPO\)](#) to help improve quality and lower costs within the U.S. healthcare system.

More than 60 suppliers and 250 healthcare provider representatives took part in the Forum, including a number of [HUB-certified suppliers](#) (historically underutilized businesses) or small companies with less than 100 employees. The Technology and Innovation Forum was a part of the MedAssets 2009 Business and Technology Forum, held annually to bring together [suppliers](#) and healthcare providers for networking, education and new product development, all focused on helping providers with quality of care and [financial improvement initiatives](#).

Through the Technology and Innovation Forum, suppliers are afforded an equal opportunity to present their products and services for national review and contract consideration regardless of company size or scope of services. Participating suppliers were chosen based on quality, customer feedback and other selection criteria by MedAssets' staff. During the Forum, MedAssets' customers provided validation regarding the value of the new technology, products and services, and recommended further evaluation by the committees as a next step toward a [GPO contract](#). Technology was evaluated based on technology innovation, ability of the product or service to improve patient care and improve the efficiency of healthcare delivery, its ability to satisfy a business or clinical need and the likelihood of healthcare organizations to purchase the product or service.

CareFusion, a new MedAssets contracted supplier, attended the Forum and shares in MedAssets' dedication to fostering innovation.

"As a proven leader delivering healthcare safety solutions, CareFusion creates innovative technologies designed to make a measurable impact on reducing healthcare-associated infections, adverse drug events and medication errors," said Kevin Ketzel, vice president, Integrated Sales and Strategic Channels, CareFusion. "We are proud to be a part of MedAssets' annual Technology and Innovation Forum, and share in MedAssets' commitment to working together to uncover new innovations and strategies that improve patient safety and operational effectiveness. Through our partnership with MedAssets, hospitals and health systems have greater access to CareFusion products, which help protect over 1.5 million people from medication errors annually."

Synch-Solutions, a certified minority-owned business based in Chicago, also participated in the Technology and Innovation Forum as an opportunity to grow its business with MedAssets in the area of technology and organization consulting.

"The Technology & Innovation Forum was extremely valuable in connecting Integrated Delivery Networks (IDNs) with our company," said John D. Sterling, Chief Executive Officer, Synch-Solutions. "We know there are significant cost savings for the IDNs in managing the technology in a shared services environment."

Mark Miriani, President, [MedAssets Supply Chain Systems](#) stated, "Through MedAssets' Technology and Innovation Forum, we can help our innovative suppliers and our customers address the challenges of the current healthcare environment. We remain focused on lowering the cost and increasing the efficiency of our healthcare system through technology. Our Technology and Innovation Forum is a great venue that allows the open sharing of best practices that focus on real financial and quality improvement for healthcare providers."

About MedAssets

MedAssets (NASDAQ: MDAS) partners with healthcare providers to improve their financial strength by implementing spend management and revenue cycle solutions that help control cost, improve margins and cash flow, increase regulatory compliance, and optimize operational efficiency. MedAssets serves more than 125 health systems, 3,300 hospitals and 30,000 non-acute care healthcare providers. For more information, visit www.medassets.com.

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