



DataBay Resources Introduces Enhanced Software Tool Navigate-MD More Accurately Determines Facilities' Physician Need

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Contact:

Lisa DiMuccio-Zgela
Vice President, Marketing
724-772-8388
lisa.zgela@amerinet-gpo.com

WARRENDALE, PA (Monday, July 14, 2008) – DataBay Resources, a leading national provider of market assessment software, announced today the enhancement of its powerful Navigate-MD software that determines the physician supply and community need of a healthcare facility's service area.

Navigate-MD offers a new methodology to help healthcare facilities more accurately determine physician staffing requirements. Introduced in 2007, the software tool enables planning executives to more effectively match resources with patient demand in their area.

“Until Navigate-MD, the method of determining a physician's service area had been solely based on the ZIP code of the physician's practice location,” said Richard Stein, vice president of DataBay Resources. “This method is highly inaccurate because most physicians serve a much different area than what is defined by ZIP code divisions. Navigate-MD provides an efficient, precise solution by offering two adjustments for the true service area of a physician to most accurately determine community need.

“One adjustment is for physicians based outside a facility's service area who treat patients within the service area,” he continued. “The other adjustment is for physicians located within a facility's service area who treat patients outside the service area. Navigate-MD's incorporation of proprietary methodologies to adjust for these out-of-area influences provide the most accurate determination of a community's requirements.”

From providing more options for examining supply data to incorporating a choice of demand benchmarks and ratios, Navigate-MD offers unsurpassed functionality to streamline every aspect of the physician manpower planning process. Healthcare strategic planners, marketers and physician recruiters can more accurately determine their facility's physician need and validate physician recruitment efforts through Navigate-MD.

About DataBay Resources

DataBay Resources, a division of national group purchasing organization Amerinet, is a national leader in market analysis systems. Since 2000, DataBay has provided valuable, customized healthcare market intelligence and physician staff planning software, reporting services and analysis to improve the market and financial positions of hospitals, health systems and ambulatory surgery centers. DataBay's innovative software tools translate data into short- and long-term action plans. For more information, visit www.databayresources.com.

About Amerinet

As a leading national group purchasing organization, Amerinet strategically partners with healthcare providers to reduce costs and improve the delivery of quality care. Amerinet serves acute and non-acute healthcare providers nationwide. To learn more, visit www.amerinet-gpo.com.