Search Engine Takes the Secrecy Out of Health Care Prices

Chicago, IL, April 30, 2008 – OutofPocket.com, a technology startup dedicated to promoting health care transparency and competition, announced today the launch of its new search engine. The search engine enables consumers to look up prices and comparison shop for health care services by searching for price data across websites. OutofPocket.com launched an earlier version of their website in July 2007 which provided consumers with a platform to collaborate and expose the true prices of routine health care services. With the addition of the new search engine, the enhanced website collects health care price data from multiple sources including provider price lists, consumer contributed content, claims data from businesses, Government CMS Medicare data, websites that publish health care prices (hospitals, diagnostic testing facilities, clinics, labs, physician practices), and price transparency tools on public websites.

"Consumers need to know the true price upfront before purchasing health care services. After researching the basic price transparency tools that are available today from providers, health plans, vendor tools and state initiatives, it was obvious that the industry lacks a robust search tool that summarizes price data across different sources," said Mona Lori, founder of OutofPocket.com. Using collaboration to bring price transparency to health care, OutofPocket.com emerges as a leader in exposing true prices for routine health care services using intelligent search technologies.

Health care costs continue to rise each year. 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.   Increasingly, businesses and individuals, in an effort to control health care costs, are adopting consumer driven health plans. These plans have proven effective in controlling costs; however, in order for these plans to be successful, consumers need access to meaningful tools to help them make informed decisions before purchasing health care services.

About OutofPocket.com

OutofPocket.com is a service of Flying Aces Technology, Inc., a provider of custom health care software solutions. Founded in 1995, Flying Aces has a strong customer base and broad expertise developing innovative solutions for hospitals, clinics, labs, physicians, and health care vendors. To learn more about Flying Aces Technology, visit **http://www.flying-aces.com**. To learn more about OutofPocket, visit **http://www.outofpocket.com**.

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