



PRESS INFORMATION

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FOR IMMEDIATE RELEASE

Newkirk Announces HMO Plus — All-new Document Publishing System Managed Care Plans/TPAs/self-funded plans to benefit from flexibility, low cost

ALBANY, NY, April 15, 2004 — Newkirk, a leading application services provider (ASP) and the nation's leading provider of enrollment materials, today announced the availability of its all-new *HMO Plus* document publishing system. *HMO Plus* represents the next generation of print-on-demand (POD) document publishing solutions for Managed Care Organizations (MCOs), Third Party Administrators (TPAs), and self-funded health-care plans.

“Our extensive knowledge of the publishing needs of MCOs and TPAs has lead to the development of this highly flexible, yet cost-effective, solution,” said Pete Newkirk, president of Newkirk. “This online system will allow for the development and distribution of a wide range of health plan enrollment materials and custom documents with ease and convenience.”

HMO Plus offers online document development, proof review and approval, order placement, distribution management, and shipment tracking. A variety of paper stocks (in standard and perforated formats) are available for use.

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“With the addition of our new *HMO Plus* system, we can offer customers of all sizes a greater choice of publishing tools to meet their specific communications needs,” Newkirk continued. “We expect that MCOs, TPAs, and self-funded plans will see the benefits of this cost-effective solution, and that they will look to us as their provider,” he added.

Organizations can use the flexibility of *HMO Plus* to their advantage by cost-effectively creating plan-specific enrollment booklets that include a choice of covers, a cover letter, a summary of benefits, and a full, partial, or regional provider directory. System users can easily customize their booklets by uploading custom documents and forms (e.g., copay schedules, contracts, handbooks, enrollment forms, etc.).

HMO Plus users also have the flexibility and control to create all manner of custom documents by uploading any document in .PDF format. By utilizing the significant administrative features of the system, users can categorize information, manipulate files, and determine the specific order of their custom document.

Materials ordered through *HMO Plus* will be produced at Newkirk’s electronic data publishing and high-speed laser production facility, located in Albany, NY.

For information and to arrange for a demonstration of *HMO Plus*, contact Newkirk at 800-525-4237 or by e-mail at info@newkirk.com.

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About Newkirk

Newkirk and its subsidiary companies are leading edge application services providers (ASP). For over 30 years, Newkirk has developed creative solutions to communications issues faced by managed care organizations, financial institutions, and professional firms. For more information, visit www.newkirk.com or call 800-525-4237.

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