



UPCARE Technology to Share the Secrets of its Parent's Success in Lab Outreach

- Announces UPCARE[®] E2E, an end-to-end, financial and clinical performance improvement program for laboratories.
- Announces name change from the former KliniTek, Inc.

October 9, 2007

Marquette, MI--(PR Newswire)--Today, UPCARE Technology, Inc. unveiled its new UPCARE[®] E2E lab performance improvement program, which is based in large part on the success of its parent company, Marquette General Health System (MGHS). The company also announced the name change from the former KliniTek, Inc. UPCARE Technology provides clinical software, integration and consulting services for healthcare systems and laboratories.

John Rhoades, Laboratory Director at MGHS said, "We went after the reference lab business as a way to improve our revenue stream and counter what we perceived as a threat from national labs that would result in carve outs."

Today MGHS has over 150 lab outreach clients internationally, with over 1,300 combined patient registrations per day. Billable tests have increased over 40% since 2000. Through the implementation of the UPCARE[®] eLAB outreach capability and associated operational improvements, the lab has reduced follow-up phone calls for missing information by over 60% and incoming client service calls by 50%, while substantially increasing lab productivity.

Rhoades added, "We've worked hard to successfully grow our lab outreach program. This includes putting the right team in place, developing the operational environment and the outreach capabilities. We also spent considerable time and expertise getting the right information systems in place. While having the right technology is very important, it takes a lot more to improve productivity and generate new revenue."

UPCARE Technology provides a single source of multidisciplinary expertise for labs that are launching or considering a new outreach program, or looking to improve the performance of an existing program. UPCARE E2E addresses the full spectrum of what is needed for successful lab outreach, from planning to implementation and operation.

UPCARE E2E planning services include market analysis, organization readiness assessment and program design. Implementation services include process redesign and implementation, and outreach software installation, training and integration. UPCARE Technology's operational consulting services include on-site support to assist in marketing, sales and program management. For existing outreach programs, UPCARE Technology will conduct a performance review and offer recommendations for improvement and assistance in implementing them.

Jim Sundberg, CEO of UPCARE Technology said, "We believe UPCARE E2E transcends other technology focused solutions in the industry since it combines all the capabilities needed for lab outreach success. It takes an integrated approach of strategy, people, process and technology to make a lab outreach program profitable. Up until now, labs have had to assemble all the parts

themselves. UPCARE E2E delivers an end to end solution using techniques and expertise from highly successful lab outreach programs.”

UPCARE E2E will specifically draw on the knowledge and experience of its lab managers, technology experts and executives responsible for the success at MGHS and other programs. Services are designed to assist UPCARE Technology’s clients in developing new lab outreach programs or to improve the performance of existing programs.

The company has a senior team of experts and consultants who have successfully led lab outreach and lab operations for more than 30 organizations such as Quest/MetPath, UniLab, National Health Laboratory and Laboratory Corporation of America. Combined with UPCARE’s clinical technology integration team and on-going partnership with Hunter Consulting, a specialty lab consulting firm, UPCARE has one of the industry’s most powerful multi-disciplinary teams serving the laboratory segment.

In line with their expanding capabilities, the company also announced its name change to UPCARE Technology, Inc. from the former KliniTek, Inc. The new name reflects the organization’s expanded lab and clinical software capabilities and its mission of improving care via its clinical expertise and technology. It also builds on the company’s product line name for the UPCARE suite of clinical software.

The company has a growing presence in Electronic Medical Record (EMR) solutions for regional rural referral centers and Regional Health Information Organizations (RHIO). UPCARE Technology developed an EMR solution for the 16 hospital Upper Peninsula Healthcare Network in Michigan, and is implementing a comprehensive EMR solution at MGHS. Although the name is new, the company ownership and management will remain unchanged.

About UPCARE Technology, Inc.

UPCARE Technology enables information sharing and application integration for healthcare providers and clinical laboratories, developing and supporting customized solutions to meet the unique requirements of each environment. UPCARE Technology’s Web-based software applications include UPCARE® eLAB for secure lab outreach and reference lab program management, and UPCARE® eMR for a modular approach to facilitate secure EMR sharing among healthcare providers. UPCARE E2E provides end-to-end lab outreach consulting services, including strategic planning, systems and operations assessment, and operations improvement. Additionally, UPCARE Technology designs and develops LIS-to-LIS (L2L) connectivity solutions. UPCARE Technology has customers in the United States and Canada. For more information, visit www.upcaretech.com or call 866-554-2870.

About Marquette General Health System

Marquette General Health System is a federally designated Rural Referral Center and 352 bed specialty care hospital located in Marquette, Michigan. MGHS is the largest healthcare provider in the Upper Peninsula of Michigan and serves approximately 12,000 inpatients and 350,000 outpatients per year.