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E&C MEDICAL INTELLIGENCE EXPANDS MARKETING TEAM FOR INTELLIGENT PATIENT RECORD FOR OBSTETRICS

(New York, NY, August xxx, 2007) – E&C Medical Intelligence, a leading provider of risk reduction and clinical quality improvement systems and services, has announced the addition of Vicki Lucas, Ph.D. to the national team marketing its Intelligent Patient Record for Obstetrics (IPR_{OB}[™]), a sophisticated software system designed to prevent medical errors in the delivery room and improve patient outcomes.

As Senior Advisor, Lucas will consult with the senior executives of E&C Medical on strategic business development for IPR_{OB} and represent the company at top level executive forums and professional communication venues such as peer reviewed publications and presentations. Lucas has extensive experience in helping healthcare businesses across the nation innovate and grow. Formerly Vice President of Women's Services at MedStar Health Inc., she provided leadership across all MedStar business units within Baltimore, MD and Washington, D.C.

"The combination of Vicki's diverse hands-on experience and industry knowledge will be a tremendous asset not only to E&C, but also to the growing number of hospitals that adopt the IPR_{OB} system," said Eyal Ephrat, M.D., CEO of E&C Medical Systems. "Her deep experience will help our team turn medical insight into practical solutions for our clients."

Used in more than 160,000 births to date, the IPR_{OB} system has demonstrated statistical reductions in risk and prevention of critical clinical errors in what is traditionally the highest medical liability risk in healthcare. Functioning as a complete intelligent OB chart for both physicians and nurses, IPR_{OB} proactively supports clinicians in providing the highest level of care and avoiding clinical mistakes, while generating meticulous documentation. The system's extensive knowledgebase of 6,500 protocols and rules in obstetrics enables it to recognize the specific clinical situation of the patient in real-time, and, through its powerful inference engine, proactively support the physicians and nurses in their patient-care decisions and documentation by offering prompts, reminders, suggestions and alerts appropriate to specific clinical situations.

With more than 30 hospitals throughout the country now using IPR_{OB}, Lucas' new role as senior advisor will be an asset to hospitals that adopt E&C's IPR_{OB}, given her extensive knowledge in healthcare, particularly with women.

"With my passion for women's health and more than twenty years in the business, I am excited about joining E&C Medical," said Lucas. "Their revolutionary technology is bringing obstetrics to a whole new level and more importantly, creating a sense of stability in an extremely risky practice."

While at MedStar, Lucas was the principle investigator on the Center for Disease Control and Prevention's Breast and Cervical Cancer Screening Program for Low Income Women in Central Maryland, funded by the Maryland Department of Health. She also served as principle investigator for "Maryland's Report Card on Women's Health," which was a collaborative research project with MedStar Health, Johns Hopkins School of Public Health and the Maryland Department of Health.

Lucas has won a number of industry accolades, including the Maryland Top 100 Women Circle of Excellence from *The Daily Record*, the Community Service Award – Professional Category from the *March of Dimes* and Top Ten Women's Health Service Line Administrators in U.S. from *Health Care Innovations*.

She received her B.S.N. and M.N.Ed from the University of Pittsburgh and holds a Ph.D. from The University of Texas in healthcare finance and administration. She is also a nationally certified Women's Health Care Nurse Practitioner.

About E&C Medical Intelligence, Inc.

E&C Medical Intelligence, Inc. is a pioneer in automated clinical management support and documentation. The company provides breakthrough real-time, knowledge-based best practices software systems featuring an intelligent patient record and associated consulting services, which together, reduce risk and improve the quality of care. E&C currently offers proven solutions along the obstetrics continuum: prenatal, labor and delivery and postpartum. The company is based in New York City, with offices in Chicago, Orlando, Phoenix and Nashville. Visit the E&C Web site at: www.ecmed.com

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