



## **Isabel Healthcare, Inc. Receives Frost & Sullivan Award**

***Isabel Diagnosis Reminder and Knowledge Mobilizing System recognized for product innovation, product acceptance in the marketplace***

Reston, Va. (November 9, 2005) – Isabel Healthcare, Inc. today announced that its diagnosis decision support system (DDSS), Isabel Diagnosis Reminder and Knowledge Mobilizing System, has received the 2005 Healthcare Information Technology Product Innovation of the Year Award from Frost & Sullivan, a global growth consulting company.

To choose the recipient of this Award, Frost & Sullivan analysts tracked all new product launches, products in development, and new product features and modifications through interviews with market participants and extensive secondary and technology research. Award recipients were then selected based on the following criteria: significance of new product in the industry; competitive advantage of new product in the industry; product innovation in terms of unique or revolutionary technology; product acceptance in the marketplace; new product value-added services provided to customers; and number of competitors with similar product(s).

“Isabel Healthcare has built a leading-edge solution that is maintaining rapid adoption in the nascent decision support software market,” said Steve Tobin, Frost & Sullivan Research Analyst. “With a market estimate of less than two percent penetration and growing pressure from regulators, insurers and patients, Isabel Healthcare’s diagnosis decision support system will continue to drive long-term market dominance.”

In his July 2005 study of diagnosis error by physicians, Mark Graber, M.D., chief of medical service at the VA Medical Center in Northport, NY and vice-chair of the Department of Medicine at SUNY Stony Brook, analyzed 100 cases of diagnostic error involving internists and found the single most common cause of diagnostic error was the failure by physicians to continue considering reasonable alternatives after they had made initial diagnoses.

Through the use of the Web-based Isabel DDSS, providers have real-time access to cutting-edge point of care resources that help decrease the opportunity for diagnostic error. These resources include a list of likely diagnoses for any given set of symptoms, signs and other clinical features. Here’s how the Isabel system works:

- Signs, symptoms and clinical features are either entered by the provider through a direct Web interface with the Isabel system or extracted through a Web interface that is launched via an existing electronic medical record (EMR) system.
- The Isabel system immediately presents the provider with a list of likely diagnoses to consider. Clicking on each diagnosis gives the provider real-time access to the most up-to-date diagnosis-specific information from textbooks (Quick Consult, Detailed Consult), journal abstracts (What’s New, Lessons Learned) and annotated images to help corroborate decision making at the point of care.



“Receiving this Award is a tremendous honor and a great validation of the six years of work we have put into building our technology solution,” said Joseph Britto, M.D., co-founder and CEO of Isabel Healthcare, Inc. “As misdiagnosis continues to become a major patient safety concern, we are committed to further enhancing our solution to meet the needs of the growing decision support software market.”

The development of Isabel’s DDSS was inspired by the misdiagnosis of co-founder Jason Maude’s 3-year-old daughter, Isabel, at a London hospital. Isabel Maude nearly died of necrotising fasciitis as a complication of chicken pox.

#### **About Isabel Healthcare, Inc.**

Isabel Healthcare’s Diagnosis Reminder and Knowledge Mobilizing System helps providers improve patient safety and quality of care by reducing misdiagnosis and decision errors. The Isabel system can be delivered via a Web interface launched through an existing electronic medical record (EMR) system or Web portal, or via a direct Web interface, and is currently being used by hospitals and educational institutions in the United States and abroad. For more information about Isabel Healthcare visit [www.isabelhealthcare.com](http://www.isabelhealthcare.com).

#### **About Frost & Sullivan**

Frost & Sullivan, a global growth consulting company, has been partnering with clients to support the development of innovative strategies for more than 40 years. The company’s industry expertise integrates growth consulting, growth partnership services, and corporate management training to identify and develop opportunities. Frost & Sullivan serves an extensive clientele that includes Global 1000 companies, emerging companies, and the investment community by providing comprehensive industry coverage that reflects a unique global perspective and combines ongoing analysis of markets, technologies, econometrics, and demographics. For more information, visit [www.frost.com](http://www.frost.com).