

## Kryptiq CEO to Speak at Upcoming World Health Care Congress

*Kryptiq's Luis Machuca to join the President and CEO of Regence on Partnership for Workplace Wellness*

**Portland, Ore., April 20, 2007** – Kryptiq Corporation, the leader in connectivity and workflow solutions for healthcare, and Regence, the largest not-for-profit health insurance carrier in the Pacific Northwest and Mountain State regions, today announced that Luis Machuca, President and CEO of Kryptiq, will join Mark Ganz, President and CEO of Regence, in a presentation at the 2007 Annual World Health Care Congress. The Congress takes place April 22 to April 24, 2007, in Washington, DC at the Washington Convention Center.

Machuca and Ganz will conduct a joint presentation on the topic of “Employer/Plan Partnership for Workplace Wellness.” The discussion will focus specifically on how employers can foster a culture of accountability when it comes to health benefits for their employees. Both companies lead the industry in aligning their healthcare benefit philosophy with their corporate values and culture, and have seen results in containing healthcare costs without compromising healthcare quality or accessibility. Machuca and Ganz will discuss each company’s unique approach to employee accountability, profiling how businesses can develop their own successful programs.

“Kryptiq’s employees are at the heart of the transformation taking place in healthcare today. As a company we produce tools and services that enable healthcare transformation, and our employees know what they are looking for when they seek healthcare services. We needed a healthcare benefits package that reflects these beliefs – enabling employees to feel individually and collectively accountable for their health, what they paid for their healthcare, and the value they received,” said Luis Machuca, President and CEO of Kryptiq. “As employers and industry leaders, we can engage this engine for change, empowering the healthcare industry as a whole to set a powerful example for fixing our broken system.”

**Who:** Kryptiq Corporation

**What:** Presentation at 3:00-3:45 April 22 – April 24, 2007

**Where:** Washington Convention Center, Washington, DC

The 4th Annual World Health Care Congress, co-sponsored by The Wall Street Journal, is the most prestigious meeting of chief and senior executives from all sectors of health care. The 2007 conference

will convene over 1,800 CEOs, senior executives and government officials from the nation's largest employers, hospitals, health systems, health plans, pharmaceutical and biotech companies, and leading government agencies.

### **About Kryptiq Corporation**

Kryptiq is the leading provider of interoperability and workflow connectivity solutions for healthcare. Kryptiq streamlines healthcare communications among patients, providers, pharmacies and payers with secure messaging, electronic prescribing, disease management, and contract management technologies. By integrating these solutions with existing systems and applications, Kryptiq enables the trusted transport of health information where and when it is needed. Kryptiq's fast growing customer base includes many of the nation's top 100 integrated health networks, spans 48 states plus Washington, D.C., and includes well-known providers and payers such as Providence Health System, Capital Region Healthcare, MeritCare Health System, Eastern Maine Healthcare, Blue Cross and Blue Shield of Minnesota, and Northwest Permanente. For more information on the company, visit [www.kryptiq.com](http://www.kryptiq.com).

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