

CBH and Cognos Join Forces to Accelerate Performance Management Initiatives in Healthcare

Launching a Center for Healthcare Performance Management to promote best practices from multiple industries

Irvine, CA – May 21, 2007 – CBH, a leader in performance solutions development, today announced a strategic initiative with Cognos to provide performance management solutions tailored to meet the unique needs of the healthcare industry.

This commitment to help hospitals, physician groups, and health insurers will be marked by the creation of a new *Center for Healthcare Performance Management* that will involve representatives from CBH, Cognos, and mutual customers within the healthcare community, as well as leaders from other healthcare institutions, and associations. The Center's purpose will be to identify and share performance management best practices from multiple industries for healthcare users.

"Healthcare providers and insurers face many pressures on performance from aging populations, staff shortages, increasing regulation, to shrinking reimbursement," said David A. Wofford, director of healthcare, CBH. "These pressures reach beyond clinical care and extend into facility operations, financial sustainability and strategy. This can impact the ability for healthcare practitioners to reach new markets, provide new services, and access greater revenue. The *Center for Healthcare Performance Management* will ultimately help more people, more often with fewer resources."

The end goal is to drive the development of application modules for strategic planning, operational scorecards, clinical, operational and quality management, and financial management from the performance management best practices. These solution modules will assist strategic planners and leaders in the healthcare industry as they address decisions on regulatory and credential requirements, operational efficiency, pay-for-performance, cost and efficiency predictions, and investment decisions.

"Performance management is a business imperative. Success results from transforming the vast amounts of disparate health and patient data into information assets, where healthcare providers, suppliers, and other important stakeholders can effectively collaborate and make critical, informed decisions," said Bill Stevens, senior director of life sciences at Cognos. "This strategic initiative matches two industry leaders working together towards a common goal of delivering optimal healthcare service using the latest in performance management technologies. We look forward to working with CBH to help healthcare organizations make the most of their resources to deliver optimal care."

About CBH

CBH is a leader in Healthcare and Performance Management solutions and practices that streamline business processes, giving customer's the power to make critical decisions faster, with greater confidence, at every level. CBH is a Cognos Corporation Platinum Award winner, 2007 Solutions Provider Partner of the year, and provides expert consulting for solutions such as performance management, planning and budgeting, data warehousing for business intelligence, financial consolidations and management reporting. Today, fast-growth companies, divisions of Fortune 1000 companies, and healthcare organizations are running faster, smarter and more effectively with our help. CBH has over 15 years experience working with over 300 clients. We understand business and financial performance, as well as the intricacies of information technology.

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