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Pervasive Software Delivers Targeted Solutions for Healthcare Industry Requirements

Specialized Data Integration and Data Profiling Solutions Provide a Secure Platform for Data Management in Healthcare IT

AUSTIN, Texas – January 28, 2009 – As healthcare providers and insurers drive for effective data sharing while complying with strict data control and data quality requirements, agile, efficient data integration is a priority. Organizations must invest wisely—but not necessarily heavily—in integration that is flexible and powerful enough to scale to handle the onslaught of exploding data volumes and regulatory changes.

[Pervasive Software® Inc. \(NASDAQ:PVSW\)](#), a global value leader in embeddable data management and [data integration software](#), is a pioneering expert in [healthcare data integration](#). Pervasive elegantly accommodates today's complex industry requirements, demonstrating its ability to continually innovate to enable customers to meet evolving demands including regulatory compliance and data integration across multiple locations. Pervasive Data Integrator™ delivers more than 150 data and application adapters to help healthcare- and claims-related organizations quickly and cost-effectively develop [comprehensive data and application integration](#) to maintain a robust data pipeline across new and legacy applications, including [SaaS and on-premises applications](#). Companion product Pervasive DataProfiler™—built on the highly parallel Pervasive DataRush™ engine—enables rapid, high-performance profiling and validation across all data rather than a sample. Pervasive is exhibiting these offerings at the [TEPR+ Conference](#) in Palm Springs, Calif., February 2-5, booth 219.

“Aha! Software provides on-demand deep analytics and services to enable businesses, their employees, and customers to manage business outcomes through actionable predictive analytics. Pervasive integration has become part of our game-changing analytics-as-a-service offering and was instrumental in the successful implementation of an analytics-driven member retention solution for ConnexionsHealth,” states Mark Teflian, CEO, Aha! Software. Orlando-based ConnexionsHealth is recognized as a leading business process outsourcing firm within the health insurance industry, helping plans to acquire, retain and service individual and small group members.

According to Teflian, “In the Medicare market segment, member attrition can be well over 20 percent annually. Top healthcare plan providers want to reduce member attrition and predictive analytics play an important role in helping plans to identify flight risk and segment membership for meaningful campaigns and member touches in near real time. Using the one-two punch of Pervasive Data Integrator and Pervasive Data Profiler in combination with the Aha! platform, engine and language, ConnexionsHealth's member retention solution – embodied within its Market Compass product suite – provides fast, easy to use and actionable analytics to support the individual healthcare market. ConnexionsHealth and Aha! together conducted a 100% data quality profile and integrated many disparate data sources rapidly and cost-effectively.”

Healthcare and claims data is highly sensitive, strictly regulated and often spread across an organization's network. From claims processing to data quality assurance, data warehousing to Salesforce CRM integration, healthcare data often passes through multiple organizations and departments within organizations without being properly validated or entered into a system as complete, distinct files. Efficient management of this disparate data is only further complicated by the introduction of different file formats. [Pervasive Data Integrator](#) and [Pervasive Data Profiler](#) support virtually every healthcare compliance requirement and message format, including Health Insurance Portability and Accountability Act (HIPAA), Electronic Data interchange (EDI) x12, Health Level 7 (HL7), Health Level 7v3 (HL7v3), National Council for Prescription Drug Programs (NCPDP), Uniform Bill 92 (UB92) and Uniform Bill 04 (UB04). In addition to streamlining the integration process, Pervasive integration and profiling tools help ensure [data quality and data governance](#), identifying duplicate, corrupt or incomplete files.

Carolina Center for Health Informatics collects data from tens of millions of records annually coming from statewide emergency department data, the poison control center, EMS, urgent care centers, veterinary labs and statewide Veteran's Administration data. The data is inherently dirty data and very difficult to work with so a robust ETL solution was a must.

"Since 2002, Pervasive's Data Integrator has been a work horse for us in our [NC DETECT](#) tool," states Dennis Falls DBA/ETL Manager at The University of North Carolina. "Using Pervasive Data Integrator, we've gained timeliness, flexibility and reliability. Rapid integration and sharing of data is critical for our clients."

"Managing the exponential growth of highly sensitive healthcare data can be a daunting task," said Mike Hoskins, Pervasive CTO and general manager of Integration Products at Pervasive. "We recognize the struggles healthcare and claims organizations are facing and have developed targeted solutions to tackle the intricate rule-sets and formats while remaining easy to implement and maintain by already taxed IT staff. Pervasive provides the flexibility to manage disparate data sources, the scalability to grow with the organization's needs, and the efficiency to make data integration and data validation a high-ROI investment."

Pervasive continues to broaden its offerings for the healthcare industry with extensive standards-compliant data integration and data profiling technology used by organizations including Advanced Plan for Health, Askesis Development Group, Inc., EMP, LifeMasters Supported SelfCare, Inc., Medical Billing and Financial Services, MultiPlan, Inc., Nebraska Hospital Association, Payer Connection, Pediatrix Medical Group, Inc., Presbyterian Health, TC³ Health Inc. and Texas Organ Sharing Alliance.

About Pervasive Software

Pervasive Software (NASDAQ: PVSW) helps companies get the most out of their data investments through embeddable data management and agile data integration software. Pervasive's multi-purpose data integration platform accelerates the sharing of information between multiple data stores, applications, and hosted business systems and allows customers to re-use the same software for diverse integration scenarios. The embeddable PSQL database engine allows organizations to successfully embrace new technologies while maintaining application compatibility and robust database reliability in a near-zero database administration environment. For more than two decades, Pervasive products have delivered value to tens of thousands of customers in more than 150 countries with a compelling combination of performance, flexibility, reliability and low total cost of ownership. Through Pervasive Innovation Labs, the company also invests in exploring and creating cutting edge solutions for the toughest data analysis and data delivery challenges. Robin Bloor, founder of Bloor Research and partner at Hurwitz and Associates recently cited Pervasive as one of the [10 IT Companies to Watch in 2009](#). For additional information, go to www.pervasive.com.

Cautionary Statement

This release may contain forward-looking statements, which are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. All forward-looking statements included in this document are based upon information available to Pervasive as of the date hereof, and Pervasive assumes no obligation to update any such forward-looking statement.

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