



## **“FAST COMPANY” NAMES HERITAGE PROVIDER NETWORK ONE OF THE GLOBAL 10 MOST INNOVATIVE COMPANIES IN HEALTH CARE FOR 2012**

Marina del Rey, California- February 15, 2012-Heritage Provider Network has been named one of the global 10 most innovative companies in healthcare for 2012 by “Fast Company Magazine.”

“Fast Company’s” 2012 Most Innovative Companies Annual Guide to the “businesses that matter most-setting the innovation agenda” recognized HPN “for funding a data mining competition to reduce unnecessary hospital visits.”  
(<http://www.fastcompany.com/most-innovative-companies/2012/industry/healthcare>)

The \$3million Heritage Health Prize is the world's largest predictive modeling contest, challenging entrants to create an algorithm that predicts how many days a patient will spend in the hospital. Created, developed and sponsored by Dr. Richard Merkin, President and CEO of HPN, the goal is to decrease the number of avoidable hospitalizations, saving the country \$32billion in avoidable hospitalization costs. ([www.heritagehealthprize.com](http://www.heritagehealthprize.com))

“I am honored ‘Fast Company’ has recognized HPN as a global leader in healthcare innovation,” said Dr. Merkin. “The Heritage Health Prize has attracted over 11,000 entries from around the globe representing many different sectors of

industry. I truly believe data miners can help solve our country's \$2 trillion healthcare crises in a globally transformative way," he continued.

The prize is a 2 year long competition with progress prizes at key intervals. Dr. Merkin will announce the winners of the \$80,000, 12 month progress prize on March 1, 2012 at the Strata Conference in Santa Clara, California.

This is one of two prize competitions Dr. Merkin is sponsoring in HPN's ongoing efforts to spur innovations that improve quality and reduce inefficiencies in health care. HPN is also a sponsor of the "Go Viral to Improve Health" Prize, together with the Institute of Medicine and the National Academy of Engineering in Washington, DC. The prize will challenge undergraduate and graduate students to work in interdisciplinary teams to create innovative health related mobile apps, online tools or games, or other innovative products that solve vexing health problems.

#### ABOUT HPN:

Heritage Provider Network, Inc. (HPN) is on the cutting edge of the accountable care model of health care delivery: coordinated, patient-doctor centric, integrated health care systems that represent the future of health care in the United States. HPN develops programs and services that are responsive to the healthcare needs of today's patient. HPN designs its networks to offer patients a comprehensive range of medical care in convenient locations. It organizes and manages medical groups and independent practice associations, integrating with hospitals and ancillary care providers. This system represents a workable, successful business model that has been duplicated with medical groups, IPAs and medical facilities throughout California. HPN is dedicated to quality, affordable health care and putting patients' wellness first. ([www.heritageprovidernetwork.com](http://www.heritageprovidernetwork.com))

Media contact: Janet Janjigian, DC Media Group LA [janet@dcmediagroupla.com](mailto:janet@dcmediagroupla.com)