SAFE-BioPharma and HL7 Sign MOU

Page 1

For Immediate Release

SAFE-BIOPHARMA ASSOCIATION AND HL7 ANNOUNCE STRATEGIC ALLIANCE TO IMPROVE HEALTHCARE SYSTEMS AND DELIVERY OF PATIENT CARE

FT. LEE, NJ and ANN ARBOR, MI (October 16, 2007) – SAFE-BioPharma Association and Health Level Seven (HL7) today announced a Memorandum of Understanding (MOU) to collaborate on standards development for the Biopharma industry. Ultimately, this initiative will improve healthcare systems and the delivery of patient care by facilitating the secure and fully electronic exchange of information. SAFE-BioPharma will become an Associate member of HL7, and the two organizations will collaborate in a variety of ways, including joint meetings and working groups.

HL7 is a non-profit standards development organization that encourages creation of flexible, cost-effective approaches, standards, guidelines, methodologies, and related services for the interoperability of healthcare information systems. SAFE-BioPharma, also a non-profit, is an identity management and digital signature standard that promotes interoperability and integration among researchers, vendors, regulators, clinicians and other pharmaceutical and healthcare stakeholders.

“Our collaboration with HL7 will contribute to reducing costs and improving efficiencies by moving the SAFE™ digital standard closer to meeting the special needs of the broader healthcare community,” said Mollie Shields-Uehling, President and CEO, SAFE-BioPharma Association. Entities using the SAFE digital identity and signature standard are able to engage in a broad variety of transactions without requiring costly paper back up.

“The SAFE standard has become a valuable asset for the biopharma industry, the clinical research community, and regulatory agencies. By extending the capabilities of SAFE to the domains served by HL7, we expect to provide a compelling advantage to providers and payers,” said Dr. Charles Jaffe, CEO of HL7. “Our mission is to provide reliable standards for the exchange, management and integration of data supporting patient care and the management, delivery and evaluation of healthcare systems.”

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About SAFE
The SAFE standard provides a secure and regulatory compliant way to verify the identities of parties involved in business-to-business and business-to-regulator electronic transactions. The standard also facilitates fully electronic processes by creating a system of trusted identities and legally enforceable digital signatures. Through the SAFE standard, SAFE-BioPharma Association promotes interoperability and integration among researchers, vendors, regulators, clinicians and other pharmaceutical and healthcare stakeholders.

The SAFE digital identity and signature standard is managed by SAFE-BioPharma Association, a non-profit association whose members include Amgen, AstraZeneca, Bristol-Myers Squibb, Genzyme, GlaxoSmithKline, Johnson & Johnson, Merck, Organon, Pfizer, Procter & Gamble, Roche and Sanofi-Aventis. SAFE Vendor Partners comprise leading software and applications companies, including Adobe, Microsoft, IBM, Citibank, NorthropGrumman, and SAIC. For more information visit www.safe-biopharma.org. SAFE™ is a trademark of SAFE-BioPharma Association. Any use of this trademark requires approval from SAFE-BioPharma Association.

About Health Level Seven (HL7)
Founded in 1987, Health Level Seven, Inc. (www.HL7.org) is a not-for-profit, ANSI-accredited standards developing organization dedicated to providing a comprehensive framework and related standards for the exchange, integration, sharing, and retrieval of electronic health information that supports clinical practice and the management, delivery and evaluation of health services. HL7’s more than 2,300 members represent approximately 500 corporate members, which includes more than 90 percent of the information systems vendors serving healthcare.

HL7’s endeavors are sponsored, in part, by the support of its benefactors: Accenture; Centers for Disease Control and Prevention; Duke Clinical Research Institute (DCRI); Eclipsys Corporation; Eli Lilly & Company; Epic Systems Corporation; European Medicines Agency; the Food and Drug Administration; GE Healthcare Information Technologies; GlaxoSmithKline; IBM; Intel Corporation; InterSystems Corporation; Kaiser Permanente; McKesson Provider Technologies; Microsoft Corporation; Misys Healthcare Systems; NICTIZ National Healthcare; Novartis; Oracle Corporation; Partners HealthCare System, Inc.; Pfizer, Inc.; Philips Medical Systems; Progress Software
Corporation-DataDirect Technologies Division; QuadraMed Corporation; Quest Diagnostics Inc.; Science Applications International Corporation; Siemens Medical Solutions Health Services; St. Jude Medical; Thomson Healthcare; the U.S. Department of Defense, Military Health System; the U.S. Department of Veterans Affairs; and Wyeth Pharmaceuticals.

Numerous HL7 Affiliates have been established around the globe including Argentina, Australia, Austria, Brazil, Canada, China, Croatia, Czech Republic, Denmark, Finland, France, Germany, Greece, India, Ireland, Italy, Japan, Korea, Mexico, The Netherlands, New Zealand, Romania, Spain, Sweden, Switzerland, Taiwan, Turkey, United Kingdom, and Uruguay.

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