

## **Clearwave Corporation Launches Patient Recognition Solution in Partnership With Acxiom**

**ATLANTA, Ga. – February 22, 2011** — Clearwave Corporation announced today that Acxiom® Corporation (Nasdaq: ACXM), the recognized leader in marketing services and technology, will power Clearwave's new Patient Recognition for healthcare providers by using Acxiom's AbiliTec® as well as Acxiom's Recognition Manager.

Clearwave's Patient Recognition solution seamlessly identifies duplicate patient records and sustains patient data quality in real-time or in on-demand mode. This enables managing, updating and cleansing data across systems and providers.

AbiliTec, Acxiom's patented knowledge-based matching and linking product, creates accurate recognition of consumers across time, name changes and relocations. Acxiom's Recognition Manager helps companies like healthcare providers incorporate the changes that occur constantly in their contact data.

"We have always known our Electronic Master Patient Index (EMPI) solution was not as robust as we would like. Acxiom really opened our eyes to the fact that traditional EMPI solutions are antiquated. As our engineers worked with the Acxiom engineers to design and build this solution, it readily became apparent this was a brand new approach to EMPI. The combination of Acxiom's data quality expertise and our patient information exchange resulted in an extremely robust solution that changes, fundamentally, the approach to building an enterprise-wide master patient index," said Eric Anderson, COO for Clearwave Corporation.

"Keeping clean and accurate patient records is a difficult task given that patients move residences, change phone numbers and may change their last name after marriage, which can hinder patient communication efforts," said Cameron Thompson, Acxiom Group Managing Director for Healthcare. "Acxiom's solutions will provide accurate patient data while at the same time enhancing and protecting patient privacy."

### **About Clearwave Corporation**

Clearwave is headquartered in Atlanta, Ga. The company is a premier network provider in Patient Information Exchange. Clearwave's Patient Information Exchange software integrates with healthcare providers' existing systems and processes to verify patient demographics, insurance and payment information, resulting in improved cash flow and administrative processes while enhancing the patient experience. Please visit [www.clearwaveinc.com](http://www.clearwaveinc.com) for more information.

### **About Acxiom**

Acxiom is a recognized leader in marketing services and technology that enable marketers to successfully manage audiences, personalize consumer experiences and create profitable customer relationships. Our superior industry-focused, consultative approach combines consumer data and analytics, databases, data integration and consulting solutions for personalized, multichannel marketing strategies. Acxiom leverages over 40 years of experience in data management to deliver high-performance, highly secure, reliable information management services. Founded in 1969, Acxiom is headquartered in Little Rock, Arkansas, USA, and serves clients around the world from locations in the United States, Europe, Asia-Pacific, the Middle East and South America. For more information about Acxiom, visit [Acxiom.com](http://Acxiom.com).

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