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## **WIN/Staff, Inc. Announces Strategic Partnership with the California Health Alliance and San Diego County Medical Society**

**(San Diego, CA January 15, 2003)** – WIN/Staff, Inc. and the California Health Alliance (CHA), a subsidiary of the San Diego County Medical Society, announced today that the CHA and the San Diego County Medical Society has formed a strategic partnership with WIN/Staff to create a San Diego community electronic credentialing network for San Diego physicians and healthcare organizations that do business in San Diego.

Steve Carson, M.D., Chief Medical Officer for the CHA, commented, "Physicians and healthcare organizations are drowning in administrative paperwork dealing with hospital credentialing and managed health care plans. The WIN/Staff PRO-FILE product is a comprehensive solution that will eliminate the paper chase and focus our efforts back to taking care of the patient. We are excited to be a part of this new electronic revolution in healthcare."

Andy Lock, President and CEO of WIN/Staff, said, "The burden of paperwork has been a constant hardship on medical office staff for years. They have to deal with 20-30 healthcare organizations every year and fill out 20-30 different forms with the same information. These forms are typically 10-20 pages long. With the ability to send and receive credentialing information electronically, both practitioners and healthcare organizations will save time and money and also expedite the credentialing process. It's a benefit to all entities involved. The endorsement of our technology by the CHA and San Diego County Medical Society further emphasizes the importance of automating redundant administrative tasks so physicians and their staff can focus on taking care of patients."

### **About WIN/Staff**

WIN/Staff, Inc., headquartered in San Diego, California, provides universal credentialing solutions for practitioners and healthcare organizations, including hospitals, ambulatory surgery centers, health plans, Managed Care Organizations, Independent Practice Associations, and Management Service Organizations. WIN/Staff enables practitioners and healthcare organizations to electronically store, update, disseminate and verify credentialing application information using highly secure, efficient and cost-effective technology. For more information contact WIN/Staff at (800) 995-4233 or go to [www.winstaff.com](http://www.winstaff.com).

### **About California Health Alliance (CHA) / San Diego County Medical Society**

California Health Alliance, an affiliate of the San Diego County Medical Society, is the not-for-profit business, information, and technology arm of the San Diego County Medical Society. CHA was created to help physicians maximize the efficiency of their practices and deliver service and quality to their patients. Representing over 2500 physician members, the San Diego County Medical Society mission is to represent and serve all physicians and their patients in order to preserve quality of care and enhance the role of medicine in society. For more information about CHA or the San Diego County Medical Society, call (858) 565-8888 or go to [www.sdcms.org](http://www.sdcms.org).