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**M*Modal Named "Cool Vendor" Among Healthcare Providers by
Leading Industry Analyst Firm**

*Voice recognition and natural-language processing (NLP) identified as emerging technologies in
healthcare technology*

Pittsburgh, PA – April 15, 2010 – [M*Modal](#), pioneer of advanced Speech Understanding technology and provider of on-demand Conversational Documentation Services (CDS), today announced it has been included in the "Cool Vendors in Healthcare Providers, 2010" report published by Gartner, Inc. The list showcases M*Modal as one of five vendors whose products are recognized for "offering innovative and potentially transformative solutions for healthcare provider organizations."

According to the Gartner report, written by Jonathan Edwards, Barry Runyon, Vi Shaffer, Thomas J. Handler, M.D., John-David Lovelock and Wes Rishel, "Voice recognition and natural-language processing are consistently identified by chief medical informatics officers (CMIOs) in our annual survey as the emerging technology areas that will most significantly impact care delivery and the practice of medicine."

"We believe being identified by Gartner as a "Cool Vendor" in healthcare further confirms that our technologies are leading the speech industry and solving critical problems for healthcare providers," said Mark Ivie, COO of M*Modal. "Our distinctive and proprietary solutions go far beyond today's voice-based command and data entry paradigms, transforming conversational speech into meaningful and usable clinical information. Speech Understanding is the natural evolution of speech in healthcare."

Unique to the industry, M*Modal's AnyModal CDS™ captures clinical facts and physician orders from conversational speech without the need for clinicians to change dictation style. Additionally, notes entered by a healthcare provider dictating directly into an EMR immediately become validated clinical data that is shareable and accessible to all who are utilizing patient information to efficiently advance patient care.

M*Modal's CDS technologies are transitioning the industry from "speech recognition" to "Speech Understanding" by transforming the clinician's dictation into meaningful, searchable and usable clinical information and providing a significant impact on care delivery and the practice of medicine.

Cool Vendor Disclaimer

About Gartner's Cool Vendors Selection Process

Gartner's listing does not constitute an exhaustive list of vendors in any given technology area, but rather is designed to highlight interesting, new and innovative vendors, products and services. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness of a particular purpose.

Gartner defines a cool vendor as a company that offers technologies or solutions that are: Innovative, enable users to do things they couldn't do before; Impactful, have, or will have, business impact (not just technology for the sake of technology); Intriguing, have caught Gartner's interest or curiosity in approximately the past six months.



About M*Modal:

M*Modal Technologies, founded in 2001 and independently owned, is used in over 800 hospital and health care systems nationwide via partnerships with industry leaders such as GE Healthcare. M*Modal is based in Pittsburgh, PA, and offers on-demand conversational documentation services that help healthcare providers capture discrete clinical information from dictation to generate complete and timely electronic medical records. M*Modal's focus is on providing hospitals, healthcare IT vendors, and medical transcription service providers with the industry's most comprehensive yet most adaptable solution for creating highly accurate, structured, encoded, and shareable medical documents to increase patient safety, promote continuity of patient care, and reduce cost. For more information on M*Modal, visit www.mmodal.com.

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