



Digital Innovation Announces AIS 2005 Vendor Partnership with AAAM

October 4, 2006

Forest Hill, MD – Digital Innovation is pleased to announce its status as an AIS 2005 Vendor Partner with the American Association of Automotive Medicine (AAAM). The AIS (Abbreviated Injury Scale) coding system is sponsored and owned by the AAAM, which recently announced the release of the AIS 2005 version. Use of this version of AIS will now require a license, which can be obtained through AAAM Vendor Partners. As the leading vendor of trauma registry systems, including *Collector* and *NTRACS*, Digital Innovation (DI) supports the AAAM in this initiative, and is preparing for the implementation of the AIS 2005 into upcoming trauma system updates.

Licensing fees have been established by the AAAM to cover the ongoing costs of maintaining and updating the AIS. Each AIS Vendor Partner will be responsible for collection of the one-time license fee on behalf of the AAAM, which entitles the vendors to integrate the AIS into their own systems. Although vendor partners may charge additional fees for the needed implementation services, Digital Innovation clients may purchase the appropriate AAAM AIS 2005 license **at the published AAAM rate, with no additional fees!**

AAAM has established the following suggested retail pricing schedule for integration of the AIS 2005 into a given vendor's product/system:

- Unlimited Statewide use of AIS 2005 for a given vendor's product: \$2,000
- Unlimited Regional* use of AIS 2005 for a given vendor's product: \$1,000
- Level I/II Trauma Center use of AIS 2005 for a given vendor's product: \$395 **
- Other Hospital Use of AIS 2005 for a given vendor's product: \$100

* *Region is defined as a specific geographic area within a State or Province.*

** *Level I/II Trauma Centers who purchase the \$395 license will also receive a CD copy of the AIS 2005 book.*

In addition, licensed users will receive the right to utilize any code revisions put out by AAAM for AIS 2005.

Now that the AAAM has finalized its distribution and licensing policy for AIS 2005, DI will begin to implement the new codes sets into its product line. Beginning in late November, AIS code sets will be included in the coding sections of each system update, provided the proper licensing has been purchased. DI will coordinate with its state and regional users to design a rollout plan that ensures a consistent coding solution for the each. Many clients will want to manage a common cutover point among the facilities within this system. Those DI users employing products that fall under a regional or state category should contact their system coordinators for details as to if/when a system cutover is planned.

DI product users will soon receive instructions for requesting an AAAM license for the AIS 2005 coding solution. More information is available through DI's Sales and Marketing Office. Please contact Tim Favazza at tfavazza@dicorp.com or 410-838-4034 ext. 234.

FOR IMMEDIATE RELEASE:

AAAM Announces New AIS 2005 Licensing Program

CHICAGO, IL, October 2, 2006 — Today, the Association for the Advancement of Automotive Medicine (AAAM) announced the establishment of its AIS Vendor Partner Program. This program is designed to support the distribution of the AIS 2005 version of the Abbreviate Injury Scale (AIS). AIS 2005 represents the latest advancement to the de facto injury scaling system. This version is the culmination of 7 years of refinement, based on feedback from the injury scaling community and the significant effort of AAAM and its volunteer network of expert clinicians in the field of injury treatment, assessment, and prevention.

AIS is sponsored and owned by AAAM, and requires considerable resources to both develop and continuously refine. To better address these demands and support AIS, especially as AIS continues to grow in scope, AAAM is moving to a fee-based licensing model starting with the AIS 2005 version. AAAM has worked in conjunction with the vendor community to design a licensing program that strives to maintain a cost-effective licensing fee model. Revenues received from this program help support AIS 2005 implementations, as well as the continued refinement and development of AIS by AAAM.

The licensing program, referred to as the AIS Vendor Partner Program, is designed to be administered by existing vendors of trauma registry and other similar information systems that utilize AIS. Under this model, AIS Vendor Partners will collect license fees on behalf of AAAM, which will allow for and support the integration of the AIS intellectual property into vendors' systems. Licensing is available on a State, Regional, or Hospital basis for each vendor product/system utilized within the marketplace. Thus, only established business relationships need be utilized. AAAM's suggested retail pricing for AIS 2005 for integration into a given vendor's product/system is as follows:

- Unlimited Statewide use of AIS 2005 for a given vendor's product: \$2,000
- Unlimited Regional* use of AIS 2005 for a given vendor's product: \$1,000
- Level I/II Trauma Center use of AIS 2005 for a given vendor's product: \$395
- Other Hospital Use of AIS 2005 for a given vendor's product: \$100

* Region is defined as a specific geographic area within a State or Province.

These one-time costs have been designed by AAAM to be quite low, particularly given the value and benefits of AIS 2005. In addition, licensed user will receive the right to utilize any code revisions put out by AAAM for AIS 2005. Level I/II Trauma Centers who purchase the \$395 license will also receive a CD copy of the AIS 2005 book.

These AAAM-established fees will be collected by AIS Vendor Partners on behalf of AAAM, in conjunction with any other additional implementation fees that may be charged or required by vendors. However, it is believed that many vendors will provide AIS 2005 for no additional charges beyond these AAAM-established fees. In fact, in conjunction with this press release, several major established trauma registry vendors are announcing just such a commitment to clients of their software products, including three of the leading trauma registry providers.

"The establishment of this licensing program is an important step in the long-term evolution of AIS. The nominal fees being charged will help further this immensely important body of work that has become a cornerstone in injury scaling, research, and prevention. We are pleased to have established this licensing program in collaboration with the trauma registry community, who through our AIS Vendor Partner Program can help ensure the most cost-effective implementation of this exciting new version of AIS," said Dr. Jeffrey S. Augenstein, MD, PhD, FACS, Chair of the AAAM AIS Committee and past AAAM President. "This allows our vendor partners to focus on the technical implementation of AIS, and AAAM to focus on the education, development, user-certification, and clinical support of AIS."

Several leading trauma registry vendors are supportive of this important AAAM initiative. "As a trauma registry vendor, we are happy to support the strategic plan of AAAM for AIS 2005. We, along with many of our trauma registry vendor peers, have committed to providing and supporting full technical solutions for the implementation of AIS 2005. The AIS Vendor Partner Program allows AAAM to help provide a "complete" solution, including not only the AIS code set itself, but also the necessary software implementations as well. All vendors participating in the program have committed to provide the necessary software integration of AIS 2005 into their products. Going

an important step beyond this commitment, we, as well as many of our peers, are happy to announce today that we will provide such AIS 2005 integration solutions within all of our trauma registry products at no additional licensing charges to our clients beyond those fees established by AAAM.”, said, John F. Kutcher, PhD, President and CEO of Digital Innovation, inc., a leading developer of trauma registry solutions.

The Association for the Advancement of Automotive Medicine (AAAM) is a professional multidisciplinary organization dedicated entirely to motor vehicle crash injury prevention and control. It was founded in 1957 by the Medical Advisory Committee to the Sports Car Club of America by six practicing physicians whose avocation was motor racing. These physicians had the vision to recognize the need for clinicians to be directly involved in public policies and programs governing injury control for the general motoring public, which was later expanded to allow full and equal membership status to professionals who were not physicians — recognizing that understanding injury and its prevention requires a broad based approach.

AIS is the leading scaling score, used as a standard across multiple injury assessment, prevention, and research initiatives. AIS has been steadily refined in collaboration with leading members of the clinical community specializing in injury treatment and prevention.

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