

NEWS RELEASE

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For Immediate Release

Morpace Becomes Certified to Conduct CAHPS PCMH Surveys

FARMINGTON HILLS, MI (December 6, 2011) – Morpace Healthcare, a division of Morpace Inc., a nationally respected research and consulting company, announces it has been NCQA-certified to conduct the CAHPS Patient Centered Medical Home (PCMH) survey.

This certification adds to Morpace’s toolbox of consulting solutions by providing strategic business insights to clients who are seeking to improve patient experience of care. Using the CAHPS PCMH Survey, Morpace provides health plans and physician organizations with critical information that allows them to measure the quality and comprehensiveness of care, conduct comparative analysis, and define areas for quality improvement.

“Morpace is dedicated to our client’s success and we look forward to working with health plans and provider groups who want to distinguish themselves as best-in-class healthcare providers,” said Susan Semack, Morpace Healthcare Vice President.

Morpace is NCQA-certified to conduct CAHPS and Medicare Health Outcome Survey (HOS), and is CMS approved to conduct MA&PDP CAHPS. This regulatory expertise is coupled with its Clinician Group CAHPS experience, and strong proprietary solutions to deliver the richest survey research insights and analysis.

Morpace Healthcare experts help clients get the most out of their CAHPS PCMH experience by offering experienced researchers, insightful survey development consultation, actionable reporting, and a commitment to quality. For more information, please contact Morpace Vice President Mary Kay Jordan at mkjordan@morpace.com.

About Morpace Inc.

Morpace is a full-service survey research and consulting organization specializing in healthcare research, among other industries. Morpace provides global expertise and proprietary solutions in four core areas: brand and communications; consumer choice; market and product development and satisfaction and loyalty.

Morpace, an ISO 9001:2008 certified organization, is headquartered in Detroit with offices in Los Angeles, London and Shanghai.