

## Avia Health Informatics Plc ("Avia" or the "Company")

### New Odyssey contracts and international expansion

Avia (AIM: AVIA), the AIM-listed developer and provider of clinical decision support systems worldwide, is pleased to announce the following:

- North East Lincolnshire PCT has sign a contract for Odyssey clinical decision support
- Portsmouth City PCT signed a contract for Odyssey clinical decision support
- A new Odyssey contract for out-of-hours provision for the whole of North Wales
- Avia Health Informatics, Inc incorporated in the USA
- Appointed first Australian reseller

#### New Odyssey contracts

North East Lincolnshire PCT have signed a 3-year contract for both Odyssey Reception and Odyssey TeleAssess to help in the management of their out-of-hours service. This means Odyssey is now being used across all of Lincolnshire's out-of-hours services.

#### Ruth Thompson, Clinical Implementation Manager of North East Lincolnshire PCT, commented:

*"To deliver a gold standard service you need to have the right support - and using Odyssey will give all our clinicians the confidence that the advice they are giving is evidence based and safe and also the satisfaction that we will be joining the many other customers of Odyssey giving exemplary service to patients."*

Portsmouth City NHS have signed a 3-year contract for Odyssey TeleAssess, for use in their new expanded out-of-hours service and Odyssey FaceToFace for their walk-in-centre and minor injuries unit.

Betsi Cadwaladr UHB, who recently took the decision to bring their out-of-hours service provision in-house for the whole of North Wales, have signed a contract for the use of Odyssey TeleAssess.

#### International expansion

Avia Health Informatics Inc. has been incorporated in the USA and is now looking for direct sales and to appoint resellers in the USA, Latin America and Canada.

In Australia Avia has appointed Clarity Business and IT Solutions ("Clarity") as its first Australian reseller. Clarity consultants are noted for their healthcare expertise and track record of working with public sector IT projects. Clarity visited Avia's Australian reference site in New South Wales and met with Professor Rob Crouch, Avia's Director of Practice Innovation, in preparation for the reseller partnership.

#### Jayson Hawke, Director, Clarity Business and IT Solutions commented:

*"Clarity is excited to be working with the Avia team on expanding the Australian market for the Odyssey suite of products. The health care system within Australia is currently undertaking numerous, reform changes. These overhauls are the largest changes to the Australian health, hospitals and aged care system in decades. This brings with it many new and exciting opportunities to position the Odyssey products and demonstrate the unique proposition provided."*

#### Barry Giddings, Executive Chairman of Avia, commented:

*"Despite the uncertainty in the NHS, we continue to expand our client base and are very excited to be supporting three additional UK PCTs. We are also delighted to have our US operation in place and to have appointed our first Australian reseller, these will lead to further international sales."*

For more information on the Odyssey products please visit [www.plainhealthcare.com](http://www.plainhealthcare.com)

##Ends##

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## Notes to editors

Avia is a developer and provider of clinical decision support systems worldwide. Its Odyssey product range is for use by clinicians and non-clinicians in various environments around the world. The delivery of Odyssey can be in a static or mobile environment from a PC, laptop, tablet or mobile device.

## Strategy

The primary focus of Avia's strategy is achieving global market penetration for the Company's Odyssey software products. We deliver Odyssey clinical content, training and other services via web-deployed, cloud-enabled, mobile and PC technologies. This is achieved through direct sales and the engagement of resellers and added value partners. Avia's strategy for growing its business is focused on:

- Organic growth in the sale of the software product range
- Working with partners and resellers to increase penetration in new markets

## Product range

The Odyssey range is built on a common medical content database which has been developed over the past 15 years. Odyssey is continually updated, tailored with question and answer sets and a user interface adapted for the particular user groups and the environment in which it is used. The range includes:

- **Odyssey CareAssess** to support decisions made by care assistants or clinicians in the Care Home environment
- **Odyssey FaceToFace** for face to face assessments in nurse-led clinics, walk-in centres, GP-led health centres and other services
- **Odyssey FirstAssess** is specifically for use in Prison/Jails and secure environments
- **Odyssey MarineAssess** for use on cargo vessels travelling the globe for use by the ship's captain or master in the event of illness or injury
- **Odyssey ParaMedic** to empower paramedics to make safe assessments in emergency situations
- **Odyssey PatientAssess** is specifically for use within doctor's surgeries to reduce demand for same day appointments
- **Odyssey Reception** is utilised by non-clinical staff to prioritise patient queues and identify potential emergencies quickly and safely

- **Odyssey SelfAssess** is to allow patients to self-assess their symptoms prior to consultation with clinical services
- **Odyssey TeleAssess** supports telephone triage by nurses in call centre operations, out of hours services, ambulance trusts, the MoD and other services
- **Odyssey VillageAssess** to support those with limited or no clinical expertise working in remote villages and locations

For more information on Avia please visit: [www.ahi-plc.com](http://www.ahi-plc.com) and the Odyssey product range: [www.plainhealthcare.com](http://www.plainhealthcare.com)