

**18 May 2010****Avia Health Informatics Plc**  
("Avia" or "the Company")**Plain Healthcare launch International Website****Highlights**

- Plain Healthcare launch website to service international partners and globe clients as well as promote further international interest
- [www.plainhealthcare.com](http://www.plainhealthcare.com) launched 17 May 2010
- Incorporates tailored content and multi-language summary pages

Avia (AIM: AVIA), the AIM-listed developer and provider of clinical decision support systems worldwide, is pleased to announce that its subsidiary, Plain Healthcare Limited ("Plain") has launched a website to service their international partners and clients as well as promote further international interest.

The site went live on 17 May 2010 and incorporates sections tailored towards the various markets Plain is looking to establish resellers in and gain direct sales including North America, Australia & New Zealand, Europe, India, China, Japan, Africa and more.

Sections covering the value and benefits that Odyssey can bring to various market sectors, the technical and clinical background and the full range of Odyssey products are also incorporated on the website.

The majority of the site is presented in English however summary pages in seven other languages including Spanish, Portuguese, Japanese and Chinese are included for those who require information in their own language.

Plain is actively seeking international resellers as well as further direct sales opportunities in global markets, in order to develop reference sites that can increase the speed of adoption of Odyssey products internationally. The board feel the launch of the new international website will help achieve this.

**Barry Giddings, Chairman of Avia, commented:**

*"We are confident the release of the international website with its tailored content for all parts of the world, will help support Plain's International Partnership Programme and bring more reseller and direct clients through to the company."*

To view the new international Plain Healthcare site please visit [www.plainhealthcare.com](http://www.plainhealthcare.com)

**##Ends##**

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**Notes to editors**

Avia Health Informatics Plc was admitted to trading on AIM on 16 November 2009 having completed a reverse takeover of The Plain Software Company Limited ("Plain").

It is Avia's intention to grow the business both organically and by acquisition. Through its subsidiary, Plain Healthcare Limited, Avia produces a range of clinical decision support products under the Odyssey brand:

- **Odyssey TeleAssess** which supports telephone triage by nurses and the provision of up-to-date self-care advice; is also used to manage demand for clinical services in an efficient manner. Used by GP out of hours services, GP surgeries in-hours, ambulance trusts and the MoD.
- **Odyssey FaceToFace** is used by nurse-led clinics such as NHS Walk-in Centres, GP-led Health Centres, Polyclinics, primary care centres and practices staffed by varying nurse grades.
- **Odyssey Reception** is utilised by non-clinical staff to prioritise patient queues and identify potential emergencies quickly and safely. It may be used by receptionists throughout primary care services.
- **Odyssey FirstAssess** is specifically for use in the Prison service and secure environments to help improve healthcare in these challenging environments.
- **Odyssey SelfAssess** is being developed to allow patients to self-assess their symptoms prior to consultation with clinical services Odyssey products interact with leading patient administration systems and other key systems used by the NHS.
- **Odyssey ParaMedic** initially trialled to empower paramedics to make safe assessments of elderly patients that have fallen.