

Management & Advisors

NetXentry was founded by individuals from the Wharton School and Department of Computer and Information Science at the University of Pennsylvania who recognized the emerging opportunity. Management includes: Noah Prywes, Ph.D., Professor Emeritus who became the CEO of NetXentry, and Dr. Jangwoo Shin, Technical Director, a University of Pennsylvania Ph.D., is a leader in computer systems.

Advisors are Jerry Wind, Lauder Professor of Marketing at The Wharton School, Mitch Marcus, RCA Professor of Artificial Intelligence at the U. of Pennsylvania and David Farber,, Professor of Telecommunications at the University of Pennsylvania, and Robert Auritt, Partner, Meridian Venture Partners

Selected Health Care Clients



Registration
Fulfillment



Registration
Survey



Automated Tele-
phone Attendant
Nurse Data



Member Eligibility
Provider Locator
Survey



Surveys



Surveys
Fulfillment



Member Eligibility
Provider Locator



Provider Directory Assistance

WebforPhone
Serving Managed Care, Disease Management and
Pharmaceutical

Demo at www.WebforPhone.com
2400 Chestnut Street
Philadelphia, PA 19103

Phone: 800 683 1177
Fax: 215 854 0665
E-mail: info@webforphone.com



Interact. Individually.
Automatically

The problem:
High customer service outlays
High cost, hard to reach patients
Patient medication fall-off

The solution? WebForPhone
Connect with every contact and

**INTERACT
INDIVIDUALLY
AUTOMATICALLY**

WebForPhone:
Advanced speech-enabled
applications that people use

Most developed in under 10 days

Real time data capture

Web browsing capable

We create the telephone and data
interfaces to your legacy system

From the experts in speech and
data integration

No capital expenditures
24/7, No busy, No wait
Client references

Try before you buy

WebforPhone
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Management and Pharmaceutical

Telephone: 800 683 1177

WebForPhone: Cost-effective solutions to interact - automatically via phone



Giving your customers their choice—Advanced speech recognition from WebForPhone

NetXentry provides speech-enabled customized enterprise business communications. Generically, enterprise business communication consists of a large number of autonomous individuals, where each seeks information via a combination of telephone and the Internet. Users frequently need to inquire where to find other individuals and/or other data or vice versa and what data is

needed by users. There are Internet services for finding data accessed via computer, such as Google and Yahoo. Our WebForPhone Platform enables proactive voice, voice to data, and data to voice communications for interactive search and/or routing. Simply put, we allow voice access to people and data. Think voice browser.

NetXentry has created a technology integration platform, WebForPhone, which combines the latest advances in the integration of speaker-independent speech recognition, data mining of huge public and private databases, communications, company operations and databases, through the Internet and telephone networks. WebForPhone enables us to offer speech-enabled marketing and customer service solutions more rapidly, that are more scalable and more cost effective and without capital outlay for equipment.



WebForPhone: Interact individually automatically with the people you serve. www.webforphone.com

WebForPhone has partnered with Nuance, Intel/Dialogic, ScanSoft, Envox and Microsoft to deliver a unique, industry-leading solution. Our Ph.D. level scientists are constantly evaluating and upgrading our technology to the latest version of best-of-breed software for our clients. Applications are available in over 20 languages to serve your constituencies.

Innovative Applications:

Virtual Assistant: connect your data and your constituencies, automatically, then transfer as required to staff

Automated Telephone Attendant: scale your call center for greater efficiencies and real personalization

Member Eligibility: for provider satisfaction, cleaner claims

Provider Locator: for dramatic reduction in call volume

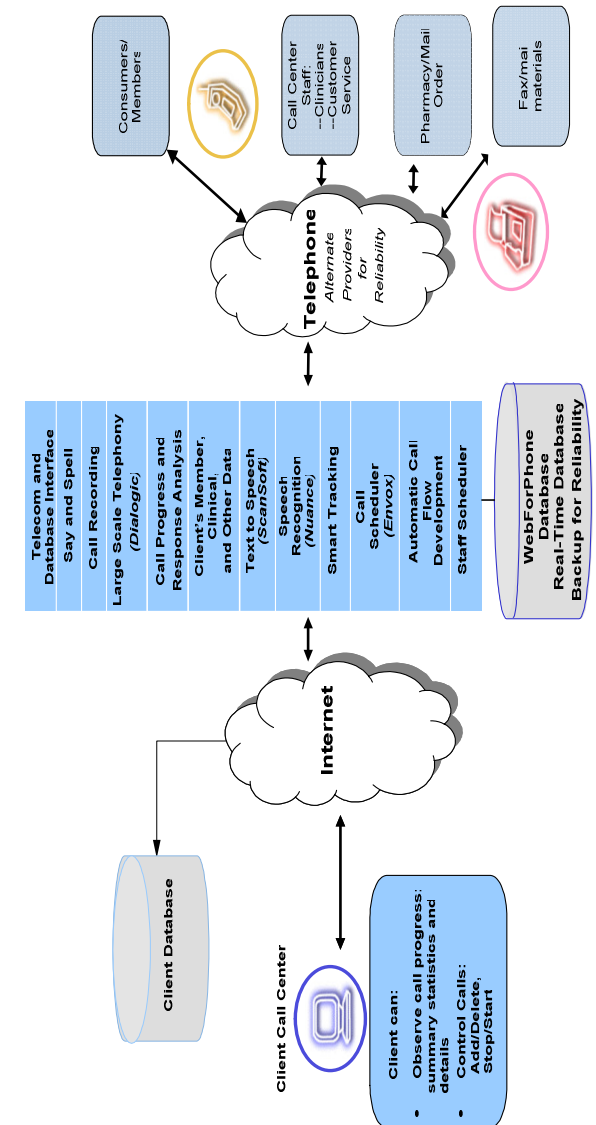
Fulfillment: better data capture and data integration

Medication adherence tools: work to reduce fall-off

Patient management tools: support care managers, clinicians in pharmaceutical, for improved outcomes

Savings:

Costs vary with services offered and audience demographics. In all cases we bring cost reductions of 80% or greater as compared with the cost of live call center agents. Initial setup is in the range of \$15,000. Later changes are in the cost range of \$1,500; they can be completed in a few hours and the service launched immediately. We price usage of services based on volume of minutes used. The usage price varies from \$0.20/minute for a minimum of 3,000 minutes/month to \$0.10/minute over 100,000 minutes.



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