



N E W S R E L E A S E

GULF SOUTH EXPANDS SERVICE OFFERING TO LONG-TERM CARE PROVIDERS

Launches Outcome Management Review Programs to Offer Regulatory Compliance and Reimbursement Solutions

Jacksonville, Florida (October 9, 2009) – Gulf South Medical Supply today announced it has expanded its business and clinical service offering, launching its Outcome Management Review programs to address and manage issues of regulatory compliance, clinical outcomes, and reimbursement more effectively for long-term care providers and clinicians.

Gulf South's Outcome Management Review programs are offered through an exclusive agreement with Pathway Health Services, an independent consulting and management company providing services to long-term care facilities, senior housing, assisted living and home care. The suite of programs will provide targeted solutions to help ensure compliance with critical traditional and QIS regulatory surveys, as well as Five Star, MDS, Medicare and Clinical Process. Each program offers comprehensive needs assessment, analysis of current operations, and specific action plans for improvement along with staff training and follow-up consultations.

With the combined expertise of Gulf South and Pathway, long-term care administrators can manage multiple elements affecting outcomes and compliance, including workflow, product selection and delivery, billing, and reimbursement more effectively.

"Long-term care administrators and clinicians are facing serious challenges and our Outcome Management programs deliver effective solutions tailored to meet the specific needs of each facility," said Ladd Nichols, Vice President of Marketing for Gulf South. "These programs are conducted by highly qualified professionals with extensive experience in facility management and regulatory surveys. We look forward to extending these services to all of our customer segments in the future."

Unlike current market offerings, the Gulf South programs go beyond simply identifying problems or opportunities. According to Peter Schuna, Director of Strategic Initiatives for Pathway, "We go full circle for our customers, providing action plans to improve a facility's operations as well as staff training on implementation. In short, we don't just find possible survey issues, we suggest ways to remediate them and train staff on how to implement these changes."

The new Outcome Management Review programs, powered by Pathway Health Services, are marketed exclusively through Gulf South Medical Supply and available to customers throughout the United States. To learn more about the Outcome Management Review programs, contact your Gulf South Medical

Supply representative, call Gulf South's Customer Care Center at 800.347.2456, fax Gulf South at 800.827.2002, or visit www.mygsonline.com.

About Gulf South

Gulf South Medical Supply, the elder care business of PSS World Medical (NasdaqGS: PSSI), is a leading distributor and marketer of medical supplies, equipment, and billing services to providers of elder care services in all 50 states. Since 1982, Gulf South has served the full continuum of health care providers in the elder care industry, including skilled nursing facilities, home care, hospice, and assisted living.

About Pathway Health Services

Since 1997, Pathway Health Services' teams of hands-on professionals have successfully provided consulting, interim management, clinical reimbursement, education, training and technical support for hundreds of for-profit and not-for-profit long-term care, senior housing, assisted living and home care organizations across the nation.

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