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**HealthInsight<sup>™</sup> Extends its Leadership Position in Value-Based Health Care Administration**

*More than 100,000 Individuals Enrolled in HealthInsight Programs are Proving Value-Based Health Care will Improve Health and Reduce Costs*

**Minneapolis – Feb. 18, 2010** - [HealthInsight](#), provider of the leading value-based health care administration platform, today announced that more than 100,000 individuals are currently engaging in a value-based health program that uses HealthInsight’s online technology and services to determine and track health actions.

The goal of value-based plans is to improve the quality of health care and reduce costs by encouraging individuals to participate in preventive health practices. Individuals enrolled in the program include people with conditions such as pre-diabetes, diabetes, asthma, heart disease and metabolic syndrome. In addition to condition-specific health management, HealthInsight creates personalized scorecards for all participants. The scorecard consists of a set of *Health Actions* designed to ensure all individuals are proactively managing their health by completing age, gender and ethnicity specific preventive health screenings. Individuals engaging in value-based programs are rewarded with enhanced benefits, merchandise, and health insurance premium credits.

“As the nation struggles to find answers for improving and reforming healthcare, we have found that a value-based approach is the best way to lower overall medical costs while improving the health of the patient,” said Martin Watson, CEO of HealthInsight. “While the marketplace continues to validate value-based insurance design (VBID), and HealthInsight continues to deliver innovative solutions, we are confident in our ability to more than double our membership by the end of this year.”

[Solaris Health System](#), a major New Jersey based hospital system, is measuring success with their 2,500 members enrolled in a Healthy Plus value-based wellness program. Since partnering with HealthInsight in 2008, Solaris Health System has experienced a 17 percent cost reduction among employees who participated in the program. Additionally, the percentage of individuals screened for colon cancer increased by 27 percent while the number of females screened for breast cancer increased by more than 20 percent.

“Increased screenings leads to earlier detection of cancer, resulting in lower treatment costs and greater survival rates,” said Dr. Joseph Renders, M.D., chief medical director for HealthInsight. “In the Healthy Plus population, the calculated difference per

employee per year for early versus late stage cancer detection is \$66,500 for breast cancer and \$169,750 for colon cancer.”

HealthInsight is focused on total health management and employee engagement versus line item health care costs and it is working! Through early detection and proactive health management, HealthInsight is bending the trend.

### **About HealthInsight**

HealthInsight provides private-labeled value-based benefit administration capabilities to health care payers and employers. A partnership with HealthInsight gives benefit administrators the ability to offer innovative value-based benefit solutions. Through personalized scorecards, online health coaching, and a personal health record, individuals are encouraged to play an active role in managing their health. By promoting early detection and rewarding proactive health management, in conjunction with leveraging extensive data analytics and a sophisticated team of medical professionals, HealthInsight is able to provide a solution to health care that is proven to reduce health care costs and improve employee health. For more information, please visit us at [www.healthinsight.com](http://www.healthinsight.com).