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**Health Integrated Enters into Agreement with Blue Cross of Idaho to
“Carve-in” Behavioral Health Management**

Customer-proven solution will enable health plan to meet Mental Health Parity requirements plus in-house objectives for cost containment and improved integration of medical and behavioral healthcare.

Tampa, Fla. – Sept. 8, 2009 – Health Integrated, a leading provider of Health Management Solutions, has entered a new agreement with Blue Cross of Idaho as the health plan integrates the management of behavioral health benefits into its core operations. Through its Synthesis Behavioral Health Integration® solution, Health Integrated will provide Blue Cross of Idaho with strategic consultation, solution design and the implementation of a customized set of behavioral health management services that will leverage the resources, systems and expertise of both companies.

Health Integrated’s solution has been proven in numerous customer implementations to successfully provide a path to quickly carving-in behavioral health benefits that were previously outsourced to a Managed Behavioral Health Organization (MBHO). Depending on the needs of the health plan, the Health Integrated solution is customized to provide services ranging from clinical management and protocols to behavioral provider network management and systems support for managing claims.

For Blue Cross of Idaho, Health Integrated will provide real-time clinical consultation for behavioral health issues, formal training on behavioral health utilization management and a behavioral health medical directorship that includes clinical rounds and participation on Blue Cross of Idaho’s clinical and operational committees. Health Integrated clinical staff and medical directors will also provide physician review and consultative services.

“As forward-thinking health plans are working to address the requirements of Federal Mental Health Parity, many are realizing that carving-in behavioral health management provides an opportunity to integrate medical and behavioral health care and achieve better clinical and financial results,” says Sam Toney, vice chairman and chief medical officer of Health Integrated. “We look forward to working with Blue Cross of Idaho to help them realize their near-term and long-term goals.”

With more than 545,000 members, Blue Cross of Idaho is the state’s premier insurer, with a mission to provide their members with the best value in health insurance and the tools for maintaining and improving their health.

About Health Integrated

Health Integrated is the leading innovation partner for health plans, providing evidence-based solutions to accelerate achievement of health management goals for clinical outcomes, quality measures and cost containment. For more information, visit www.healthintegrated.com.

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