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Health Integrated and Regence Collaborate to Improve Health Outcomes, Costs

Medical management services will expand company's utilization management for in-patient hospital care

Tampa, FL –March 9, 2010 – Regence has chosen Health Integrated, a leading provider of Health Management Solutions, to provide integrated medical management services that will help improve member health and reduce costs for its members . Regence is the largest health insurer in the Northwest/Intermountain Region, serving Oregon, Utah, Idaho and select counties in Washington.

Health Integrated will expand Regence's Utilization Management process for its members who are receiving medical services while a hospital inpatient. In addition, Health Integrated will maintain a skilled healthcare workforce to support the partnership.

"Health Integrated shares our philosophy of providing the right care at the right time and in the right care setting for the benefit of members," says Patty Jones, director of Health Care Services Strategy for Regence. "We are proud to select Health Integrated as our partner for their proven medical management approach, which aligns with our commitment to advocating for our members and helping them to navigate the system, avoid unnecessary health care costs and receive the best possible care."

Health Integrated delivers its Medical Management services, including Utilization Management, as part of an integrated solution mix that includes health management programs, a leading-edge technology platform and a dedicated team of experienced healthcare professionals. Health Integrated's team approach to Utilization Management, built on years of experience, eliminates non-essential treatments and keeps individuals on the path to health by closely monitoring prescribed procedures for medical necessity. Health Integrated's Utilization Management program is NCQA certified and URAC accredited.

"In today's challenging and changing healthcare environment, health plans are looking for value-add programs that can reduce costs while also improving care. Regence is a leader in implementing programs that do just that, while also garnering high customer satisfaction rates," says Sam Toney, MD, Chief Medical Officer, Health Integrated. "We are excited about the opportunity to bring our experience working with Blue plans across the country to this unique and important project."

About Regence

Regence is the largest health insurer in the Northwest / Intermountain Region, offering health, life and dental insurance. Regence serves more than 2.5 million members as Regence BlueShield of Idaho, Regence BlueCross BlueShield of Oregon, Regence BlueCross BlueShield of Utah and Regence BlueShield (selected counties in Washington). Each health plan is a nonprofit independent licensee of the Blue Cross and Blue Shield Association. Regence is

committed to improving the health of our members and our communities, and to transforming our health care system. For more information, please visit www.regence.com or follow us on Twitter.

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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