

## FOR IMMEDIATE RELEASE

### CONTACT:

Mike Miniati, Health Integrated  
813-388-4030 or [mminiati@healthintegrated.com](mailto:mminiati@healthintegrated.com)

### **Michael Unhjem Appointed to Board of Directors for Health Integrated**

*Former chairman of the Blue Cross Blue Shield Association brings industry insight and experience to rapidly growing company.*

**Tampa, Fla. – July 20, 2009** – Health Integrated, Inc., a leading provider of Health Management Solutions, today announced the appointment of Michael Unhjem as a member of its board of directors.

Unhjem, the former president and chief executive officer of Blue Cross Blue Shield (BCBS) of North Dakota, was unanimously elected to Health Integrated's board due to his deep industry experience, public servitude and strong personal commitment to improving healthcare outcomes and affordability. "Mike is a well-known industry veteran and public servant with rich experience across the full spectrum of healthcare," says Shan Padda, chairman and chief executive officer of Health Integrated. "Our entire board is excited to welcome Mike as our newest member, and we look forward to his ongoing contributions."

"The creativity and innovation I see at Health Integrated are exactly what our nation needs to drive healthcare improvements. There is no better time than now to join the board of such an exciting company," Unhjem says. "Health Integrated has demonstrated the vision and expertise to partner with the nation's leading health plans to evolve healthcare management strategies to meet the challenges of today's healthcare environment."

Unhjem served at the helm of BCBS North Dakota from September 1991 to March 2009. While there, he spearheaded the development of many innovative programs that improved the delivery of care while reducing costs for members, including an industry-leading Patient Centered Medical Home (PCMH) initiative for members with diabetes launched in 2005 that has evolved to become a cornerstone of BCBS North Dakota's approach to improving quality of care and reducing emergency room visits and hospitalizations for those with chronic illnesses.

"Mike brings an enviable track record as a force of positive change in healthcare," says Steve Wigginton, president of Health Integrated. "He brings a deep understanding of the opportunities and challenges our customers face, with a passion for innovation that fits well with our culture and mission."

During Unhjem's tenure, BCBS North Dakota received nine "brand excellence" awards from the national BCBS Association in categories including Provider Satisfaction, Member Retention and Operational Excellence. He was responsible for implementing programs that grew BCBS North Dakota's total enrollment by 33 percent, at the time representing the largest percentage market share of any BCBS plan in the country.

As part of his leadership role at BCBS North Dakota, Unhjem served as chairman of the boards for many healthcare management companies, including Noridian Administrative Services, Noridian Insurance Services, Lincoln Mutual Life and Casualty Insurance Company, North Dakota Caring Foundation, HealthPAC and TriWest Healthcare Alliance. A man of many "firsts", Unhjem became the first "small" Blue plan CEO to serve as chairman of the national BCBS Association Board of Directors, a role he served for the 2001-2002 term.

Unhjem's past experience includes public service. Following a presidential appointment and confirmation by the U.S. Senate, Unhjem served on the National Council of Disability under President George H.W. Bush. A graduate of Jamestown College, Jamestown, N.D., and the University of North Dakota School of Law, Grand Forks, N.D., Unhjem practiced law and was employed in banking and planned giving positions before joining Blue Cross Blue Shield as Legal Counsel and Vice President of Corporate Affairs in 1986.

While a college senior in 1974, Unhjem became the youngest person ever elected to North Dakota's Legislature. He served a total of 12 years in the state House of Representatives, holding a seat on the Appropriations Committee the entire time. During his years as a legislator, Unhjem developed a passion for healthcare issues.

After becoming an active volunteer in the North Dakota Mental Health Association, he served as president of the National Mental Health Association (now known as Mental Health America) in 1989. He took part in drafting legislation that created an innovative health insurance program subsidized by the state of North Dakota for people who are medically uninsurable. Unhjem currently holds or has held positions on several corporate and not-for-profit boards, including the Jamestown Hospital Board of Directors for 10 years.

**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](http://www.healthintegrated.com).

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