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**HEALTH INTEGRATED UNIFIES CARE COMMUNITY TO IMPROVE PHYSICAL,
PSYCHOLOGICAL AND SOCIAL HEALTH OF THE CHRONICALLY ILL**

Ground-breaking Synergy Connect™ links health plan, physicians and community to assist individuals with chronic illness

Tampa, FL – Health Integrated, a pioneer in population health management, is actively helping people with chronic illnesses get the most medical and psychosocial support from their communities. Health Integrated's ground-breaking Synergy Connect™ service actively connects people to their physicians, their health plan, and support organizations in their community. Synergy Connect is a key component of Health Integrated's leading Synergy Targeted Population Management™ (Synergy) offering.

Chronic illness continues to rise with over 40% of the U.S. population (over 140 million people) expected to have at least one chronic illness by 2010. Typically, 10-15% of chronically ill patients also struggle with psychological issues such as depression and face social challenges such as lack of family support or transportation to the doctor. Left unattended, these psychosocial challenges can undermine best efforts of physicians, family members, and even patients in managing chronic diseases.

Health Integrated's Synergy program aims to lower avoidable healthcare utilization and associated costs by providing chronically ill individuals with coaching, education, and support to help them better manage and improve their health. Unlike any other service, Synergy Connect interweaves community based resources, health plan programs and local physicians to meet the psychosocial and medical needs of patients.

Synergy Connect has two main components that work in concert, Outreach Coordination and Care Coordination. Outreach Coordination includes feet-on-the-street Synergy team members working locally to identify helpful community-based programs and to develop relationships with key physician practices. Outreach Coordinators work with physician practices to identify and engage patients who are eligible and would benefit from the Synergy program. One of the biggest challenges in supporting clinically complex individuals, especially among Medicaid populations, is contacting them to offer assistance. By working locally, Synergy Outreach Coordinators are able to not only reach these individuals, but also ensure they get local assistance for social or personal issues - typically outside the realm of traditional disease management programs - while they receive telephonic support from a Synergy Care Coach.

Similar to Grand Rounds in a hospital, Care Coordination includes periodic review of the most challenging patient cases by Health Integrated and health plan clinical leadership to ensure appropriate care is being delivered. Care Coordination also paves the way for a health plan and Health Integrated to smoothly refer patients between Synergy and other health care resources.

Synergy Connect benefits all parties:

- Health plan members receive better care and gain access to programs managed and supported by people in their communities, resulting in a powerful support system.

- Resource-constrained physician practices are alleviated of some of the social support requirements for patients with complex cases or life circumstances. The net benefit is that physicians and their staffs can focus on providing care.
- Health plans benefit from Synergy Connect's unparalleled service on the member's behalf. By coordinating care among the key stakeholders – the health plan, physician and community – Synergy Connect ensures available resources are taken advantage of and appropriate care is delivered resulting in lower costs for the health plan and improved health for the member.

One of the first health plans to experience Synergy Connect, Health Plus of New York has seen firsthand the impact of Health Integrated's unique service. "The Synergy program's Outreach and Care Coordination truly improve the effectiveness of our care management efforts", said Dr. Cliff Marbut, Chief Medical Officer of Health Plus, one of the New York area's largest providers of state-sponsored health insurance. "Being able to engage these individuals in their own health and being united in our clinical approach is critical, especially when assisting individuals with psychological and social challenges in addition to their medical condition."

To learn more about Synergy Connect, visit <http://www.healthintegrated.com/turbocharging-your-resources.html>

About Health Integrated

Health Integrated is a Targeted Population Health Management company dedicated to integrating health with life. Driven by a strong entrepreneurial culture, Health Integrated addresses the critical interplay between physical, psychological and social health. Working with health plans and their members, Health Integrated drives improvements in health status, quality of life and clinical outcomes while reducing avoidable utilization and healthcare costs. For more information, visit www.healthintegrated.com.