



## **HealthInsight™ Engages 325,000 Participants in Value-Based Wellness Programs**

*Proving Value-Based Health Care Will Improve Health and Reduce Costs, HealthInsight Engages 325,000 Members in Incentive Based Wellness Programs*

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SAN FRANCISCO--(BUSINESS WIRE)--HealthInsight, provider of the leading value-based health care incentive platform, today announced by the first of the year approximately 325,000 individuals will be engaging in a value-based health program that uses HealthInsight's online wellness and incentive platform to determine and track personalized health actions.

**“As Value-Based Insurance Design (VBID) continues to gain popularity among employers, HealthInsight’s demonstrated ability to support these programs has allowed us to grow our membership exponentially over the past eighteen months. We are confident in 2011 we will exceed 500,000 participants.”**

“As our country continues to search for solutions to address the unsustainable economic burden of health care, we are demonstrating that a value-based benefit program is the most successful way to lower health care spend while improving the health of the patient,” said Martin Watson, CEO of HealthInsight. “As Value-Based Insurance Design (VBID) continues to gain popularity among employers, HealthInsight’s demonstrated ability to support these programs has allowed us to grow our membership exponentially over the past eighteen months. We are confident in 2011 we will exceed 500,000 participants.”

The goal of value-based wellness 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 with chronic conditions such as pre-diabetes, diabetes, asthma, heart disease and metabolic syndrome receive a personalized action plan designed to ensure they are engaging in the management of their health and well-being.

In addition to condition-specific health management, HealthInsight creates personalized Health Action Plans for all participants. The personalized plan 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 wellness programs are rewarded with merchandise, enhanced benefits and health insurance premium credits.

“Biometric screenings (basic lab tests) lead to earlier detection of pre-diabetes, high cholesterol, and a number of health-related conditions that can be easily treated and will avoid more costly care down the road resulting in lower health care costs,” said Dr. Joseph Renders, D.O., chief medical director for HealthInsight. “With our HealthInsight set of programs, individuals are rewarded for participating in annual lab screenings, completing a health risk questionnaire and for having the necessary cancer screenings based on age, gender and ethnicity. Through our *early detection* of chronic conditions, caring for the individual is much less costly and the chances of survival rates in cancer patients is far greater. Everyone Wins!”

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 a private-labeled health incentive platform to employers and health care payers. The administrative platform creates and tracks personalized health actions that are tied to incentives allowing employers and health plans to reward individuals who proactively manage their health. Individuals who complete their personalized health actions are rewarded with enhanced benefits, health care premium reductions, monetary deposits into a Health Savings Account or Health Incentive Account and merchandise. 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).

### **Contacts**

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