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**FOR IMMEDIATE RELEASE:**

**UNIVERSITY OF MINNESOTA TO OFFER DEFINITY HEALTH  
TO ITS 16,000 EMPLOYEES**

MINNEAPOLIS – June 11, 2001 – Definity Health ([www.definityhealth.com](http://www.definityhealth.com)) is one of four health benefit options that the University of Minnesota will make available to up to 16,000 employees, beginning Jan. 1, 2002.

The University's Board of Regents voted June 8 to withdraw from the Minnesota State Employees Group Insurance Plan and establish a self-funded employee benefit program. In addition to Definity Health, the University will offer employees a choice of plans provided by HealthPartners, Patient Choice Health Care and Preferred One.

"In choosing plans to offer employees, we wanted to provide a range from which they could select based on the level of provider access, premiums and service they want," said Frank Cerra, M. D., the University's senior vice president for health sciences. "The Definity Health benefit allows employees to be more involved with the spending of their health benefit dollars while providing a high degree of choice and decision-making autonomy."

"The University of Minnesota's decision to offer Definity Health further confirms that healthcare is moving toward a more consumer-driven marketplace," said Tony Miller, Definity Health chief executive officer. "We founded Definity Health and created a benefit design that supports greater consumer involvement and control over healthcare decisions. Being chosen as a health benefit option by one of the largest universities in the nation demonstrates that consumer-driven healthcare – and our model – is appealing to employers in both the public as well as the private sector."

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Surging health care costs, combined with the ongoing concerns consumers have about the overall quality of care and the lack of control they have in determining the type of care they receive, has prompted the development of new health benefit alternatives.

The Definity Health plan differs from managed care and other health benefit plans by putting consumers in greater charge of their healthcare choices, equipping them with the information and support they need to make decisions and providing financial incentives to support the more efficient use of healthcare services.

Under the Definity Health benefit, members pay for healthcare services of their choice out of their Personal Care Account, an account provided by employers at a set amount each year. Any funds left in the Personal Care Account at year-end roll over and may be used by employees for future medical expenses. If an employee's annual healthcare costs exceed funds in the Personal Care Account, health coverage is provided once a deductible is met. In addition, Definity Health provides extensive tools and information to support the increased level of consumer choice and responsibility and to help members make better-informed health and wellness decisions.

Minneapolis-based Definity Health began operations in early 1999 with the goal of providing health benefit programs that give consumers both greater choice and responsibility over their healthcare decisions. Strategic partners include Johns Hopkins University, Synertech, Wells Fargo and Merck-Medco.

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