

**DRAFT**

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**DEFINITY HEALTH CHOSEN BY OHIOHEALTH  
AS CONSUMER-DRIVEN HEALTH BENEFIT OPTION**

**Consumer-Driven Health Benefit Tackles Cost Challenges  
While Bringing Greater Choice and Control To OhioHealth Employees**

MINNEAPOLIS – May 4, 2002 – Definity Health, the nation’s leading provider of consumer-driven healthcare programs, today announced that OhioHealth, a not-for-profit organization providing healthcare services to 46 Ohio counties, will offer its benefit option to its 10,000 full time employees for enrollment effective July 1.

Definity Health’s consumer-driven healthcare option, attractive to a growing number of employers eager to better manage rising health costs and raise employee satisfaction, replaces the restrictions and bureaucracy of managed care with greater consumer choice and responsibility. It provides extensive information and resources to support employees as they make healthcare decisions. Financial incentives built into the plan encourage employees to make more judicious use of their employer-funded benefits.

“XXXX,” said , Bob Cafarella, OhioHealth’s director of benefits strategy and design.

“As a health services provider, OhioHealth is keenly aware of the opportunity to better control costs while raising the quality of care by engaging consumers through information and strengthened relationships with their providers ,” said Tony Miller, chief executive officer, Definity Health. “We are pleased to partner with OhioHealth to bring the next generation of health plan to their employees,”

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OhioHealth joins a growing roster of employers offering the Definity Health program. Among them are Fortune 500 companies Raytheon, Textron Inc., Charter Communications, CVS, Aon Corp., SuperValu, Countrywide, SuperValu and Medtronic, Inc. Others include the University of Minnesota, Louisiana State University, Hannaford Brothers, Budget Rent-a-Car, Scientific-Atlanta and Ridgeview Medical Center.

Under the Definity Health benefit, members pay for healthcare services of their choice out of their Personal Care Account, an account funded by employers at a set amount each year. Money left in the member's Personal Care Account at year-end may roll over and be used for future medical expenses. If annual healthcare costs exceed funds in the Personal Care Account, health coverage is provided once a deductible is met. Definity Health provides extensive tools and information to support consumers as they exercise greater choice and take on increased responsibility in making informed health and wellness decisions.

Minneapolis-based Definity Health ([www.definityhealth.com](http://www.definityhealth.com)) provides consumer-driven health benefit programs that give consumers both greater choice and responsibility over their healthcare decisions. It was awarded the 2001 *Creative Excellence in Benefits Award* by the International Foundation of Employee Benefit Plans, the first such award made by the professional benefits society since 1998. The Health Insurance Association of America (HIAA) also recognized Definity Health with its 2001 *Innovators Award*.

Definity Health's financial backers include Kohlberg Kravis Roberts & Co., Merrill Lynch Ventures, Bain Capital, Aon Corporation, Alta Partners, Psilos Group Managers, Toronto Dominion Investments and Brightstone Capital. Key strategic partners include Johns Hopkins University and Health System, Synertech, Merck-Medco and Wells Fargo.

OhioHealth ([www.ohiohealth.com](http://www.ohiohealth.com)) is a Columbus-based, not-for-profit, charitable organization serving and supported by the community. It is a family of hospitals, health and surgery centers, a home health and medical equipment service, insurance products and other health services serving a 46-county area. OhioHealth hospitals in central Ohio are Doctors Hospital West, Grant Medical Center and Riverside Methodist Hospital.