



For Immediate Release

Contact: Molly Tatting
Definity Health
952.277.5607
media@definityhealth.com

**TWO AWARDS HONOR DEFINITY HEALTH FOR ITS CONSUMER-DRIVEN
HEALTHCARE BENEFIT PROGRAM**

Awards recognize company for innovation in employee health benefits

MINNEAPOLIS – Jan. 15, 2002 – Minneapolis-based Definity Health recently received top honors from two industry groups for its innovative consumer-driven employee health benefit program.

Last year, the company launched an entirely new type of employee health benefit. Definity Health differs dramatically from managed care because it allows consumers greater freedom to make healthcare choices, giving them more responsibility for managing health benefit dollars and providing them with incentives and information to support their healthcare decisions. Employers benefit through improved cost control and increased employee satisfaction.

The awards include:

- The *Creative Excellence in Benefits Award*, presented by the International Foundation of Employee Benefit Plans; and
- The *Innovators Award*, presented by the Health Insurance Association of America (HIAA), National Underwriter and Witt/Kieffer, to Definity Health's Chief Executive Officer Tony Miller

Creative Excellence In Benefits Award from the International Foundation of Employee Benefit Plans

Definity Health was one of two winners of this year's *Creative Excellence in Benefits Award*, presented by the International Foundation of Employee Benefit Plans (IFEBP). The award, which recognizes innovation in employee benefit programs, is based on the benefit program's importance, potential for broad application, originality, creativity and excellence. Companies are only recognized when innovations are significant enough to warrant an award. In fact, a first prize winner was last awarded in 1998. IFEBP is composed of more than 35,000 members representing more than 8,000 companies and has been serving the benefits community for over 50 years.

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Innovators Award from the Health Insurance Association of America

Tony Miller, chief executive officer of Definity Health, was presented the inaugural *Innovators Award* by the Health Insurance Association of America, which honors health insurance executives whose contributions lead to true industry advancement. Companies are judged on their executive innovation and leadership in the health insurance industry and the impact of the innovation to the consumer, industry, and company. Miller was cited for his work to enhance products and services for consumers and to help shape the future of the health insurance industry. Miller co-founded Definity Health in 1998.

Presenting the award, Donald Young, M.D., interim President of HIAA, described Miller's Definity Health product as one that "allows consumers the freedom to receive the type of care that fits their personal needs from the doctor they choose—while giving them the financial incentives that make them a stakeholder in their own healthcare, along with the best resources with which to make those decisions."

"Consumers have lacked choice and control over their healthcare decisions under managed care and previous health benefit models," said Miller. "They've been asked to pay flat co-pays for services – and, as a result, they have also been isolated from the true costs of care. Definity Health's benefit program is designed to encourage employees to become more engaged as consumers of healthcare."

Under the Definity Health benefit program, employers fund a Personal Care Account (PCA) for each employee at a pre-determined amount each year. Definity Health members then use PCA funds to pay for routine healthcare expenses. Any funds left in the PCA 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. To support employees as they exercise greater choice and take on increased responsibility for their health benefit dollars, Definity Health provides extensive tools and information via the Internet or phone.

Employees of Medtronic, Inc., Aon Corporation and Ridgeview Medical have been offered the Definity Health option since the beginning of 2001. In 2002, they were joined by employees of fourteen new clients including Textron Inc., Raytheon, Charter Communications, Budget Group, Countrywide Credit Industries and the University of Minnesota.

Definity Health (www.definityhealth.com) began operations in 1998 with the goal of providing health benefit programs that give consumers both greater choice and responsibility over their healthcare decisions. 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, Wells Fargo and Merck-Medco.