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## **DEFINITY HEALTH CHOSEN BY PWPipe TO REPLACE ALL OTHER HEALTH PLANS WITH CONSUMER-DRIVEN APPROACH**

**MINNEAPOLIS** – April 23, 2002 – Definity Health today announced that PWPipe, a leading extruder of polyvinyl chloride (PVC) pipe and polyethylene (PE) tubing products with operations in five Western states, will replace all of its other health plans with the consumer-driven health benefits program pioneered by Definity Health. PWPipe will make the new consumer-driven health benefit available to its 700 employees for enrollment effective July 1.

“The Definity Health program will allow us to improve the management of our medical plan costs, while continuing to provide our employees a high-quality health plan that features choice and cost-containment incentives,” said Neil Chinn, vice president, human resources for PWPipe.

“PWPipe, like many mid-size employers, has been battered by double-digit healthcare cost increases year after year and forced to ask employees to make higher contributions to support their health benefits,” said Tony Miller, chief executive officer of Definity Health. “Through our consumer-driven approach, PWPipe will be able to offer its employees an attractive health benefit program that allows them more choice and control, without cutting deeper into the bottom line.”

PWPipe joins a growing roster of more than 25 employers offering the Definity Health program. Among them are Fortune 500 companies Raytheon, Textron Inc., Charter Communications, CVS, Aon Corp., and Medtronic, Inc. Others offering Definity Health to their employees in 2002 include the University of Minnesota, Countrywide, Louisiana State University, Hannaford Brothers, Dade Behring, Woodward Company, 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 an employee’s 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.

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### **About Definity Health**

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, Merck-Medco, Synertech and Wells Fargo.

### **About PWPipe**

PWPipe ([www.pwpipe.com](http://www.pwpipe.com)) is a leading extruder of polyvinyl chloride (PVC) pipe and polyethylene (PE) tubing products, with a reputation for reliability, high-quality product and superior customer service. PWPipe plants are in Eugene, Oregon; Perris, Visalia and Cameron Park, California; West Jordan, Utah; Hastings, Nebraska; and Sunnyside and Tacoma, Washington.