



**FOR IMMEDIATE RELEASE**

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**BASF TO OFFER EMPLOYEES NEW CONSUMER-DRIVEN  
HEALTHCARE BENEFIT FROM DEFINITY HEALTH**

*Benefit Program Nurtures Employees, Respects Their Ability  
To Make Better, More Cost-Effective Healthcare Decisions*

MINNEAPOLIS – December 15, 2003 – Definity Health today announced that BASF, the world’s leading chemical company, will offer its consumer-driven healthcare benefit program to around 12,000 employees and retirees in the United States for enrollment effective January 1, 2004.

“The Definity Health program, and its consumer-centric approach, offers our employees more choice and the opportunity to take greater charge over their healthcare decisions,” said Joe Longo, Manager of Employee Benefits for BASF. “Increased employee ownership of their health benefit will, over time, support the more appropriate and effective use of healthcare resources,” adds Mr. Longo.

“BASF is at the forefront of consumer-driven benefit innovations that address the opportunity to harness employee involvement to achieve higher quality care and improved cost control,” said Tony Miller, chief executive officer of Definity Health. “Definity Health data shows that well-informed and empowered employees make better decisions, and find higher satisfaction in a benefit program that respects their ability to become more active healthcare consumers.”

Under the Definity Health benefit program, members pay for healthcare services of their choice from a Personal Care Account (PCA), which is funded by their employers at a set amount each year. Benefit dollars left in the member’s PCA at year-end roll over for use by the member for future medical expenses. If an employee’s annual healthcare costs exceed the PCA benefit dollars, health coverage is provided once a deductible is met.

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To support and engage members as they exercise greater choice and become more involved with their healthcare decisions, Definity Health provides extensive tools and information via phone and through a Web site that includes medical pricing information, a consumer medical library, hospital quality ratings and provider information. The site also includes tools that allow them to compare the care they receive to procedures recognized by the medical community as “best practices.” Members also enjoy access to a leading-edge health-coaching program.

### **About Definity Health**

Minneapolis-based Definity Health ([www.definityhealth.com](http://www.definityhealth.com)) leads the nation in providing consumer-driven healthcare benefit programs. In 2000, Definity Health became the first company to make consumer-driven healthcare available and today counts more than 80 businesses and universities as clients, and will serve more than 300,000 members come January 2004. Definity Health was awarded the National Business Group on Health (NBCH) 2002 *Mercury Award* for eHealth excellence and the 2001 *Creative Excellence in Benefits Award* by the International Foundation of Employee Benefit Plans. The Health Insurance Association of America (HIAA) also recognized the company and CEO Miller with its 2001 *Innovators Award*.

### **BASF: Helping Make Products Better™**

BASF is the world’s leading chemical company, offering its customers a range of high-performance products, including chemicals, plastics, performance products, agricultural products, fine chemicals as well as crude oil and natural gas. Its distinctive approach to integration, known in German as “Verbund,” is its strength. It enables BASF to achieve cost leadership and gives the company a competitive advantage. BASF conducts its business in accordance with the principles of sustainable development. In 2002, BASF had sales of \$34 billion and more than 89,000 employees worldwide. BASF Corporation is the North American affiliate of BASF AG, Ludwigshafen, Germany. In North America, 2002 sales were approximately \$8.2 billion and the company employs approximately 12,000 people. For more information or to receive news releases by e-mail, visit [www.basf.com/usa](http://www.basf.com/usa).

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