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**Definity Health Partners with Health Dialog To Offer Members ‘Next Generation’ Decision Support Resources and Health Coaching**

MINNEAPOLIS – February 11, 2003 – Definity Health today announced a strategic partnership with Health Dialog to provide Definity Health members with Health Dialog’s state-of-the-art Health Coaching and patient-friendly decision-support programs. Extensive peer reviewed research has shown that increased consumer involvement in medical decisions using the Health Dialog model results in improved medical outcomes, greater patient satisfaction, and the more efficient use of healthcare services.

Health Coaches (Registered Nurses, dieticians and respiratory therapists) use a collaborative Shared-Decision-Making® approach to help patients make medical decisions, in partnership with their personal physician, that are most appropriate for the member. Health Coaches help members identify their particular concerns, values, and preferences; they educate members about their treatment alternatives, and the pros and cons of each; and they coach members on how to communicate better with their doctors.

Most Americans are unaware that medical practice patterns vary widely across the country, and in many cases their medical care depends more on where they live than on their health condition. The Health Dialog coaching program directly and uniquely addresses the problem of geographic medical practice pattern variation and supports patients in getting the health care that is best for them, taking into account their values and preferences in addition to their medical condition.

“The Definity Health benefit program, from its very core, is built to engage, support and empower consumers to become active participants in their healthcare. Strengthening our Health Coach program, through the methods, expertise and resources of Health Dialog, enables us to continue to set the standard of excellence in consumer-driven health care,” said Tomas Valdivia, Chief Medical Officer for Definity Health.

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Health Coaches will support members in their decision making across the spectrum of care, including help with acute symptom management, chronic conditions such as diabetes, and significant medical decisions such as the evaluation of surgery against less invasive alternatives. Members may access Health Coaches by phone, or online, 24-hours a day, 7-days a week.

Arnold Milstein, Medical Director for the Leapfrog Group explained, "Underneath the concept of consumer-driven health care lie vastly different levels of thought about what it will take to enable consumers to make successful health care choices. At the heart of successful choice is continuously enabling consumers to perceive all available treatment choices and rank these choices based on their personal preferences. That is the essence of what Health Dialog is bringing to Definity Health and it is a very powerful and scientifically well grounded enhancement."

In addition to providing comprehensive Health Coaching support, Definity Health has partnered with Health Dialog to proactively identify and engage members with significant coachable needs, including poorly controlled chronic conditions such as asthma or diabetes, impending significant medical decisions, and possible gaps in care due to oversight or non-compliance. Health Coaches are prepared to support members across more than 400 conditions. High-risk members are identified through the use of predictive modeling, case finding during inbound calls, and claims-based detection of gaps or errors in care. Members targeted for outreach might include diabetic patients whose care does not conform to evidence based guidelines, heart attack patients not taking their recommended drugs such as a beta blocker, or low back pain patients considering treatment through surgery or less invasive therapies.

More than 56 organizations are now offering the Definity Health program. Among them are Fortune 500 companies Aon, Charter Communications, ConAgra, Countrywide, CVS, McKesson, Medtronic, Raytheon, Rohm & Haas, Textron, SuperValu and Wells Fargo. Others include the University of Minnesota, Louisiana State University, Hannaford Brothers, Budget Rent-a-Car, Coors and Scientific-Atlanta.

Under the Definity Health benefit, members pay for healthcare services of their choice out of a Personal Care Account (PCA), which the employer funds with a pre-determined amount each year (providing first dollar coverage until the PCA is exhausted). 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. Definity Health provides extensive tools and information to support members 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 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 Definity Health and CEO Tony Miller with its 2001 *Innovators Award*.

Health Dialog provides Collaborative Care<sup>SM</sup> services to health plans and employers. Collaborative Care<sup>SM</sup> supports individuals and families across the entire continuum of healthcare needs through Shared Decision-Making<sup>®</sup>-certified Health Coaches who are supported by advanced predictive modeling and information technology. Individuals engaged in the program tend to make more informed healthcare decisions and are motivated to adhere to their personal self-care plans for chronic conditions. Collaborative Care<sup>SM</sup> purchasers realize positive financial returns and improved member satisfaction in the first year. Health Dialog works closely with, and has exclusive commercial rights to materials generated by, the Foundation for Informed Medical Decision Making, a non-profit organization founded by Dr. John Wennberg (Dartmouth) and Dr. Albert Mulley (Massachusetts General Hospital) that is dedicated to providing evidence-based information and Shared Decision-Making<sup>®</sup> materials to a wide audience of consumers and physicians.

For more information about Health Dialog, please visit [www.healthdialog.com](http://www.healthdialog.com) or call 800-893-5532.

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