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## **T. ROWE PRICE OFFERS EMPLOYEES NEW CONSUMER-DRIVEN HEALTH BENEFIT FROM DEFINITY HEALTH**

*Benefit Program Brings Employees More Choice And Leading Edge Resources To Support Their Healthcare Decisions*

**MINNEAPOLIS** – October 29, 2003 – Definity Health today announced that T. Rowe Price, one of the largest and most successful investment management firms in the world, will offer its consumer-driven health benefit program to more than 3,500 employees for enrollment effective January 1, 2004.

Definity Health's consumer-driven healthcare program differs dramatically from traditional managed care plans. It replaces the restrictions and bureaucracy of managed care with greater choice for consumers in the doctors and type of care they use, financial incentives to use health benefits appropriately and extensive information and support in making healthcare decisions.

"We are committed to providing a choice of plans and believe the Definity Health plan presents a solution to many of the challenges facing both employees and T. Rowe Price as an employer," said Melody Jones, T. Rowe Price Director of Human Resources. "Definity Health gives employees greater choice and couples it with information and incentives that encourage them to take control of their healthcare. Participants in this plan are truly able to become wise healthcare consumers."

T. Rowe Price joins more than 80 organizations, including 28 Fortune 1000 companies, in offering the Definity Health benefit program. Others include Amazon.com, Aon, Cardinal Health, ConAgra, Coors, CVS Pharmacy, Countrywide, the Federal Government through the American Postal Workers Union, Hannaford Brothers, Intuit, International Paper, J.B. Hunt, Louisiana State University, Medtronic, Raytheon, Rohm and Haas, Scientific-Atlanta, Siemens, Textron, the University of California, the University of Minnesota and Wells Fargo.

"Our benefit program supports a functioning healthcare marketplace that encourages employees to consider their options, understand cost implications, and utilize leading-edge resources to make well-informed decisions," said Tony Miller, chief executive officer, Definity Health.

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According to Miller, Definity Health data show that the program is supporting positive new consumer behavior. Since the plan's commercial inception in 2000, Definity Health members have called nurse health coaches at twice the national average in support of their healthcare decisions. And, although there is no drug formulary, their use of generic – over brand name drugs – is higher than the industry average, while overall drug use is below industry norms. “Employers continue to be committed to providing high quality employee health benefits,” said Tony Miller, Definity Health chief executive officer. “But after four consecutive years of double-digit cost increases – and similar increases projected for the foreseeable future, many are convinced that better consumer decision-making is key to improved cost control.”

Under the Definity Health benefit, members pay for healthcare services of their choice out 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.

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 through a Web site that includes medical pricing information, a consumer medical library, hospital quality ratings, care evaluation tools and extensive provider information. Members also enjoy access to a leading-edge health-coaching program.

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 to self-insured employers. Today, the company is partnering with more than 75 businesses and universities across the country. The company was awarded the National Business Group on Health 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 also recognized Definity Health and CEO Tony Miller with its 2001 *Innovators Award*.

Founded in 1937, Baltimore-based T. Rowe Price Group, Inc. is a global investment management organization with \$168.9 billion in assets under management as of June 30, 2003. The organization provides a broad array of mutual funds, sub-advisory services, and separate account management for individual and institutional investors, retirement plans, and financial intermediaries. The company also offers a variety of sophisticated investment planning and guidance tools. T. Rowe Price's disciplined, risk-aware investment approach focuses on diversification, style consistency, and fundamental research.