

**FOR IMMEDIATE RELEASE**

**SHOUTAMERICA AND CHANGE:HEALTHCARE PARTNER TO ADDRESS  
CONSUMER SIDE OF IMPENDING HEALTHCARE CRISIS**

NASHVILLE, Tenn., (September 30, 2008) – **SHOUTAmerica**, a newly launched non-profit, non-partisan organization that aims to move forward the debate over the future of healthcare, has tapped a fellow Nashville-based healthcare company to provide its members with urgently needed healthcare transparency information.

An emerging leader in healthcare consumerism, **change:healthcare** will partner with SHOUTAmerica, an organization that was founded by longtime healthcare executive R. Clayton McWhorter and encourages young Americans to develop and implement sustainable solutions to the impending healthcare crisis through awareness, education and the promotion of dialogue.

“The facts show that the rising cost of healthcare has made our current system unsustainable and without major reform, this nation faces a healthcare crisis,” said Landon Gibbs, Executive Director of SHOUTAmerica . “Healthcare costs affect our government, our businesses and the American people themselves. Unless we all take steps to address the rising cost of healthcare, this crisis stands to shake the future of this country. We believe this partnership will provide individuals with important resources that help them make more informed healthcare decisions. As a definitive leader in healthcare consumerism and transparency, change:healthcare is truly an innovator and an effective means for individuals to start becoming a part of the solution. ”

Launched earlier this month, SHOUTAmerica ([www.shoutamerica.com](http://www.shoutamerica.com)) aims to raise awareness and educate Americans about healthcare’s rising costs. By empowering young Americans – those who stand to shoulder the greatest burden of the impending crisis -- the organization hopes to demystify the complexities of the crisis, resulting in a change in how Americans think about healthcare.

A leader in healthcare consumerism and technology, change:healthcare, inc. ([www.changehealthcare.com](http://www.changehealthcare.com)) is focused on driving transparency throughout the healthcare industry. Their platform provides an online tool to track, share and compare healthcare costs and experiences.

“As they graduate, enter the workforce and begin raising families, young adults need to be aware of the real cost of healthcare and the burdens they will face as costs continue to rise and quality remains relatively stagnant,” said Christopher Parks, CEO of change:healthcare. “We feel strongly that helping all Americans better understand and become engaged with their healthcare is the beginning of the solution. Involving the next generation of leaders in this issue is our best hope for fixing this increasingly out-of-whack system.”

The size of the country’s healthcare issue is staggering. For instance:

- Fifteen years ago, annual healthcare spending was \$912 billion; today, it is projected at \$2.4 trillion.
- With healthcare costs rising at twice the rate of inflation, by the time today’s college students begin a family (2014), they will be spending \$24,000 each year for healthcare.
- Americans are living longer and baby boomers have begun retiring. The government estimates that by 2019 the Medicare Trust fund will be bankrupt.

While the numbers and statistics are staggering, it’s important to also turn the focus to action. SHOUTAmerica’s first collaborative event will be a three-day conference to promote awareness, education and dialogue about the issue. The SHOUTAmerica Healthcare Leadership Conference will be held in Nashville on the eve of the October 7<sup>th</sup> presidential debate, only blocks away at Belmont University.

The conference will unite 100 student government leaders from colleges and universities across the nation, representing one million students. After hearing keynote speakers, including Parks, address various aspects of the problem, delegates will subsequently return to their campuses to share with fellow students what they learned and how they can get involved.

“This will be an invigorating experience,” Parks said. “Anytime you can throw exuberance and fresh thinking against a problem, as SHOUTAmerica is doing with the healthcare issue, great things are bound to happen. We’re excited about being a part of this search for creative, inventive solutions.”

**About SHOUTAmerica**

*SHOUTAmerica is a non-profit, non-partisan organization committed to engaging a new generation of Americans in the debate over the future of healthcare. Undoubtedly, young Americans will shoulder the greatest burden of a healthcare system that threatens the future of our government, businesses and the American people themselves. In an interactive campaign centered on awareness, education and the promotion of dialogue, SHOUTAmerica will compel young individuals to act in the interest of their future by allowing their voice to be heard in the search for sustainable solutions to the impending healthcare crisis.*

**About change:healthcare, inc.**

*change:healthcare, inc. ([www.changehealthcare.com](http://www.changehealthcare.com)) is a technology company dedicated to helping people make smarter healthcare consumer decisions. The company provides access to a wealth of healthcare information, as well as internet-based solutions such as its medical bill management platform. Their products are available directly to healthcare consumers, third party administrators, healthcare providers, medical bill adjudicators and employers interested in controlling healthcare costs by engaging their employees in making informed healthcare decisions.*

###

**Contacts:**

Susan Morgenstern  
Lovell Communications  
615-297-7766  
[susan@lovell.com](mailto:susan@lovell.com)

Frank Limpus  
change:healthcare  
615-668-9938  
[flimpus@changehealthcare.com](mailto:flimpus@changehealthcare.com)