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**THINK YOU'RE A SAVVY HEALTHCARE CONSUMER?
NEW SCORE REVEALS THE TRUTH; GUIDES USERS TO SMARTER CHOICES**

NASHVILLE, Tenn., (August 22, 2008) – Many patients today measure good health in terms of “lows.” Low blood pressure. Low fat. Low cholesterol. Well, add a new sign of good consumer health to the “low list” – a low Healthcare Consumerism Index™ or HCI.

And this is a “low” your checkbook will appreciate.

Just launched by change:healthcare, an emerging leader in healthcare consumerism, the Healthcare Consumerism Index gives employees and their employers a wealth of information so both groups can better judge – and improve – the cost-effectiveness of their healthcare purchases.

“Nothing is low about the cost of healthcare these days,” said Christopher Parks, change:healthcare CEO. “It’s a huge strain on the budgets of both companies and their employees. The HCI analyzes employee healthcare purchase patterns and identifies less expensive options for medical services, treatments and prescriptions. The information gives consumers greater insight than they’ve had before so they can make smarter, more value-driven healthcare choices for themselves and their families. Employers and employees both benefit when that happens.”

The Healthcare Consumerism Index analyzes comparable inpatient and outpatient care and prescriptions to identify the highest and lowest prices paid within an employee population. The high and low prices form the outer ranges of the scale, with the low mark representing the lowest possible price paid. Presented as an easy-to-understand score, the HCI marks the actual amount above that best possible price paid by the company and its employees. The difference

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becomes a savings opportunity for both groups.

The HCI can be individualized for employees with the high and low range based on an employee's individual purchases. The employee's HCI shows the cost effectiveness of his or her healthcare choices and indicates where different healthcare behavior could result in a lower HCI.

"Let's say the employee's HCI for prescriptions is high and he's on a Healthcare Savings Account (HSA)," Parks said. "If he's interested in keeping healthcare costs low – and who isn't these days since more and more of these costs are getting yanked out of employees' pockets – his HCI shows that he could save money simply by purchasing the same prescription at a different pharmacy. And if he's using our website application, he will see a list of other pharmacies in his area where the prescription costs less."

The HCI offers additional insight for the company, as well.

In the face of a company's healthcare premium rate increase, for instance, the scale provides deeper understanding into what might be behind the change. A high HCI may indicate that poor consumer choices by employees contributed to the premium increase; a low HCI may indicate the premium increased despite good consumer decisions, perhaps due to more instances or severity of care. With this knowledge, companies can implement the appropriate employee education to affect employee behavior.

The HCI can be used for any company with access to its claims data. But it probably brings the most advantages to companies that are self-funded, have made additional employee commitments, such as wellness or disease management programs, and are experiencing rising premiums.

Coupled with the change:healthcare platform, which provides users a detailed view into their entire healthcare spending habits, the HCI can point consumers towards different purchase options that might be easier on their pocketbook.

"The HCI simply opens up a whole new world of managing healthcare costs for everyone," Parks said. "It's tangible, quantifiable and can help people see if they're truly being shrewd healthcare consumers. Who knows, maybe it'll even become the next water cooler

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comparison – you know, ‘My blood pressure’s 120-over-80, my cholesterol’s 137 and my HCl is 123%.’”

About change:healthcare, inc.

change:healthcare, inc. (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.

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