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**FOR IMMEDIATE RELEASE**

**HEALTHCARE TECHNOLOGY COMPANIES ALIGN TO ADD  
COST INFORMATION TOOL WITH GUARANTEED ROI TO HEALTH AND WELLNESS  
APPLICATION**

***Resulting instrument will show consumers, employers, and healthplans how to obtain up to 30% savings in all aspects of their healthcare spending***

NASVILLE, TN (September 3, 2009) – Two consumer healthcare technology companies today announced a strategic alliance to create the first personal health information tool with an embedded cost savings application to help employees, employers and the general public save money on their personal health spending. In fact, they guarantee a return-on-investment.

Nashville, TN-based change:healthcare, a technology firm focused on healthcare cost transparency, and San Diego, CA-based MediKeeper, a provider of customized technology systems for the health and wellness industry, will take this enhanced Medikeeper personal health information tool to large employer groups and health plans in the next few weeks with a direct-to-consumer version to be launched later this year.

“As people focus greater attention these days on their healthcare through health and wellness programs offered by employers and healthplans, the concern continually moves to what can be done to stem the ever-escalating costs of healthcare in America. More and more of the cost is coming directly out of consumers’ wallets and we are now able to lessen that.” said Jason Peoples, vice president of Sales for MediKeeper. “By partnering with change:healthcare, we’re offering all types of consumers an enhancement to our web-based personal health application that will help users see how easy it is to reduce their healthcare costs by up to 30%.”

Medikeeper ([www.medikeeper.com](http://www.medikeeper.com)) specializes in building and delivering online personal health management tools to help users become better informed and effective healthcare consumers. Its tools include a patient-centered personal health record, an enhanced health risk assessment and a consumer health information portal. Mostly offered in the workplace, these applications have proven to enhance the effectiveness of a company’s health and wellness

programs. In 2008, the company was selected by the Dossia consortium, consisting of Fortune 100 employers such as Wal-Mart, Intel and AT&T, as one of the first personal health application vendors to be built on the Dossia platform.

A technology company focused on helping people save money and make more informed healthcare consumer decisions, change:healthcare ([www.changehealthcare.com](http://www.changehealthcare.com)) provides its users access to personalized and actionable cost savings information. By analyzing claims data, change:healthcare works 24/7 to make saving money virtually effortless for users, as well as providing a way for users to more easily share healthcare experiences about medical provider quality, cost, access and performance to help them make the best healthcare decisions.

"We're pleased that Medikeeper has recognized the change:healthcare platform as a critical tool that can help consumers better see where they can make changes in their purchase habits and increase the value of wellness programs," said Christopher Parks, co-Founder and CEO of change:healthcare. "With Medikeeper's leadership in the personal health application space, we hope to continue helping consumers navigate the American healthcare system."

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#### **About MediKeeper**

*MediKeeper is a private company delivering web-based Personal Health Applications (PHAs) and technologies for patient-centered health information management. In 2008, the Company was selected by the Dossia consortium, consisting of Fortune 100 employers such as Wal-Mart, Intel and AT&T, as the second PHA vendor to be built on the Dossia platform. MediKeeper offers employers and healthcare providers a robust and consumer-friendly package of customizable web-based tools and content to assist with their health and wellness programs, enhancing ROI while improve the health and quality of life for employees and patients. The applications are built on top of MediKeeper's one-of-a-kind platform, which enables industry leading data integration, reporting and user-interface customization. For more information, visit [www.medikeeper.com](http://www.medikeeper.com).*

#### **About change:healthcare**

*change:healthcare, inc. ([www.changehealthcare.com](http://www.changehealthcare.com)) is a technology company dedicated to helping people save money and make better healthcare consumer decisions. Their information and internet-based solutions are available to: third party administrators, self-insured employers and health plans interested in controlling healthcare costs and engaging their employees and members in making more informed healthcare decisions.*