

FOR IMMEDIATE RELEASE

December 8, 2010

Medica Announces Personalized Online Health Management Tool

Proprietary Health Assessment Tool Provides Insights on Motivating Each Individual

Minnetonka, Minn. – Medica today announced it is launching a new personalized online health management program for its commercial members on January 1, 2011. The program will be accessible through Medica’s member website, mymedica.com.

The centerpiece of the program is a health assessment unique and proprietary to Medica that determines each person’s health status and ability to take health-related action. With these insights, Medica is able to tailor support and allocate resources to better engage and activate its members.

This approach to member activation has been in use since October 2009 through Medica’s health coaching program. By having this information available, health coaches have been able to personalize their interventions with members and more quickly and accurately support the member in setting goals and achieving well-being.

The online program provides a personal homepage and website experience tailored to each member. Throughout the site, information is presented based on the member’s ability to make changes in their health. It includes easy-to-understand steps for improving health and includes more than 200 personalized health topics covering a variety of conditions. Medica coaches will be able to support members within the program, providing an important point of advocacy where high touch intersects with high tech to help individuals advance along a continuum of increasing activation.

“We are excited to provide our members with this unique and proprietary tool that addresses the challenge of creating good health care behaviors among a broad population,” said Charles Fazio, M.D., Medica chief medical officer. “By personalizing the experience for each individual, we are helping our members along the pathway to wellness and in the process decreasing healthcare costs.”

Members who use the program will be rewarded with better health and will have the opportunity to earn gift cards to national retailers when they complete health and wellness activities on the site.

The online program is being developed by Insignia Health and is backed by nearly a decade of health activation research to better understand how consumers vary in their self-management ability, what drives this variation, and how best to tailor support to build self-management competency.

“Through this partnership Medica is seizing the opportunity to go beyond simply communicating to health behavior deficits in a relatively uniform manner to truly tailor support to a member’s ability to use information, to set realistic goals, and to achieve guideline behaviors over time,” said Craig Swanson, Insignia Health president.

The Importance of Self-Management

Numerous studies point to the fact that informed and motivated consumers hold the keys to better healthcare outcomes. The choices consumers make lead to a vast majority of the health problems, either directly or by expressing a genetic predisposition. Research suggests lifestyle choices are the largest contributor to common adverse health outcomes.

The proprietary health assessment tool was developed by Judith Hibbard, Ph.D. and Bill Mahoney, Ph.D., and colleagues at the University of Oregon to assess an individual’s knowledge, skills and confidence in

playing a role in one's own health and healthcare. The level of patient activation varies considerably in the U.S. population, with less than half of the adult population at the highest two levels of activation. More than 85 studies have documented the health assessment's ability to effectively measure patient activation and to predict a range of behaviors in wide demographic variability. These include preventive behaviors such as exercise, diet, and smoking cessation, disease-specific self-management behaviors such as medication compliance and health monitoring, and consumer behaviors such as successful interaction with a healthcare provider.

About Medica

Medica is a health insurance company headquartered in Minneapolis and active in the Upper Midwest. With nearly 1.6 million members, the non-profit company provides health care coverage in the employer, individual, Medicaid, Medicare and Medicare Part D markets in Minnesota and a growing number of counties in North Dakota, South Dakota and Wisconsin. Medica also offers national network coverage to employers who also have employees outside the Medica regional network.

Medica has the highest accreditation status, Excellent, from the National Committee for Quality Assurance (NCQA®) for its Minnesota Medicaid HMO plans and commercial health plans in Minnesota and North Dakota. Medica's vision is to become the community's health plan of choice, trusted for its integrity, respected for its service, and admired for its commitment to innovation and efficiency.

About Insignia Health

Insignia Health, founded through health innovations developed at the University of Oregon, helps individuals become more active and successful self-managers of their health. This journey is anchored by the Patient Activation Measure® assessment and a wealth of insight gained through nearly a decade of worldwide consumer health activation research. This empirical insight backs Insignia's proven activation model, coaching resources and consumer health programs that are being used today by more than 60 leading organizations in disease and case management, wellness programs, medication adherence, medical home and care transitions. More information can be found at www.insigniahealth.com or by writing to info@insigniahealth.com.

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