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WorldDoc Focuses on Engaging Consumers, Best in Class Partners, and Health Improvement at 3rd Annual Client Symposium

Las Vegas, NV, January 23, 2009 – Today, WorldDoc, Inc. announced it will kick off its 3rd Annual Client Symposium, entitled “e=mc2 (engagement = making consumers click)”, on Monday, January 26th at The Golden Nugget Hotel and Casino in Las Vegas, Nevada. This annual event is attended by WorldDoc’s clients – leading health plans, third party administrators (TPAs) and employers representing over 5 million beneficiaries nationwide. WorldDoc is a leading provider of consumer care management systems. WorldDoc’s fully integrated online platform empowers individuals to make better healthcare decisions leading to improved health and decreased healthcare costs.

The two-day Symposium will be filled with client success stories, cutting-edge engagement strategies and insights into changing member behavior interspersed with fun “health-minded” activities. “We organized this year’s Symposium to facilitate discussions surrounding the unrelenting pressure to deliver more cost-effective healthcare,” said Rahul Singal, MD, president and CEO of WorldDoc, Inc. “This is an excellent opportunity for our clients to share insights gained and lessons learned about taking on the challenges of engaging consumers in their own healthcare and bringing about positive behavior change amongst their members.”

Kathy Cash, RN, CHPD, National Health Promotion and Wellness Consultant and author of “How to Add Sparkle and Pizzazz To Your Health Promotion Program, will open the event discussing the top ten reasons a wellness program fails. Kathy brings a gold mine of practical, easy-to-implement, creative ideas to meet the challenges of developing a health program, such as; raising awareness, changing behavior, innovative program structure and design and gaining support for the program.

WorldDoc will be joined by Shaw Industries, EBMS, MinuteClinic, Microsoft HealthVault, HealthGrades and others in facilitating and participating in sessions focused on looking into the current and future state of consumer healthcare through the eyes of best in class partners, identifying opportunities in a competitive marketplace and learning “best practice” methodologies in personalizing change programs and delivering messages for maximum impact and adherence. Additional CEO sessions will focus on customizing rewards for employee groups to gain awareness and garner engagement of employees in their own healthcare and measuring what is working and what is not when it comes to improving care and improving returns.

About WorldDoc, Inc.

WorldDoc, Inc. is a leading provider of consumer care management systems to health plans, third party administrators (TPAs) and employers. WorldDoc’s fully integrated product suite empowers individuals to make better health care decisions leading to decreased costs and improved health. WorldDoc’s solutions integrate an individual’s health risk assessment (HRA), medical and pharmacy claims, laboratory test results and biometric data to provide a comprehensive care management solution that includes personalized medical goals, care gap identification and secure, personalized, actionable programs and communications. WorldDoc’s complete integration of a patient’s health information provides a more personalized solution that increases member engagement. The company’s solutions contribute to effectiveness and cost savings in the areas of demand and disease management, pharmacy cost containment and disease prevention. For more information, visit www.worlddoc.com.