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HealthNow Administrative Services Selects WorldDoc to Provide Integrated Member Portal

**Partnership Focuses on Engaging Members Through Innovative Online Tools
to Improve Health and Reduce Costs**

King of Prussia, PA, December 3, 2010 – HealthNow Administrative Services (HNAS), today announced that it has implemented a unique member portal, powered by WorldDoc, for existing and new business. In addition, HealthNow clients have the opportunity to expand the solutions provided by WorldDoc including data integration, incentive management, online and telephonic health coaching.

HealthNow Administrative Services, an indirect wholly-owned subsidiary of HealthNow New York, Inc. (a health insurance carrier with over \$2 billion in revenue, located in Buffalo, NY), is a nationally recognized group benefit plan marketer and administrator. With over 30 years of experience and an extensive knowledge of self-funded programs, HNAS customizes benefit plans for the needs of our clients. HNAS provides self-funded health insurance and consumer driven health plans, Third Party Administrative and partner services and health management solutions.

“We were attracted to WorldDoc not only for their comprehensive integrated solution and ability to integrate data from disparate sources, but for their responsiveness, flexibility and ease of implementation,” said Steve Manzelli, SVP of Sales & Marketing. “The quality and usefulness of the WorldDoc health support tools creates a superior system to help our members reach their health goals while lowering healthcare claims costs for our employer clients.”

The core component of WorldDoc’s consumer care management system that powers the “myHNAS” site is an intuitive, interactive personal health management application that empowers users to evaluate symptoms, understand their health issues, assess health risks and take steps to decrease those risks. The solution collects, analyzes and integrates a user’s medical, prescription, lab and personal health data to provide a comprehensive care management solution that includes personalized medical goals, care gap identification and communication with targeted, actionable treatment suggestions. The employer receives an overall portrait of their corporate health and where their population is at risk and can then put programs in place to monitor and manage individuals and their care.

Among the innovative online tools provided by WorldDoc are:

- NCQA-certified Health Risk Assessment (HRA) to help identify risk for preventable conditions;
- Personal Health Record (PHR) to collect and store all relevant health information;
- Personal Evaluation System (PES) to help evaluate symptoms and find the most probable medical condition; and,
- URAC accredited content.

If you have any questions, please contact your HNAS regional sales director.

About HealthNow Administrative Services

As an indirect wholly-owned subsidiary of HealthNow New York, Inc., HealthNow Administrative Services (HNAS) is headquartered in King of Prussia, PA. With regional sales offices located in California, Massachusetts, New Jersey and Texas, HNAS provides administrative and partner services, while delivering innovative strategies to meet any group benefit plan objective.

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