

NEWS RELEASE



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UNITY HEALTH PLANS INSURANCE CORPORATION SIGNS AGREEMENT WITH HEALTHWISE

Sauk City, WI – Unity Health Plans Insurance Corporation has signed an agreement with Healthwise to give its members and practitioners a reputable online resource to obtain information on a wide range of health topics.

The Healthwise® Knowledgebase is a comprehensive information resource that can help people make better health care decisions with their doctors. Its content is evidence-based, unbiased, and up-to-date. The in-depth information is organized in easy-to-find sections. For example, the "Asthma in Children" topic includes sections such as Exams and Tests, Living with Asthma, and Medications, as well as Action sets that help parents and children take an active role in managing asthma. People can research more than 5,000 topics on conditions, symptoms, medical tests, medications, treatment options, wellness, and key decision points. The Healthwise Knowledgebase may be used to make decisions about when a problem can be treated at home, when to see a doctor, and what treatment option is best for an individual.

Unity is affiliated with UW Health. Consistent with UW Health's mission of education

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and serving the community as a whole, Unity made the decision to place the Healthwise information on its public website instead of behind a secured login.

“As a result, the Healthwise information is quickly and easily available to both Unity’s members and the general public at those times when the information is most important,” said Terry Bolz, President and CEO of Unity.

“Our nonprofit mission is to help people make better health decisions,” said Jim Giuffré, President and COO of Healthwise. “Unity Health Plans Insurance members will now be able to make more informed health decisions with the help of the evidence-based information in the Healthwise Knowledgebase.”

Unity’s website visitors can access the Healthwise tool from a link titled “A-Z Health Topics” from the Unity website home page, member section entry page, fitness and wellness section entry page, and from the provider section entry page. Anyone can visit Unity’s website and find the Healthwise information at Unityhealth.com.

About Unity

Unity Health Plans Insurance Corporation is a wholly-owned subsidiary of University Health Care Inc. (UHC). UHC is comprised of University of Wisconsin Hospital and Clinics and the University of Wisconsin Medical Foundation (UWMF). Unity Health Insurance provides commercial HMO and Point-of-Service plans to approximately 76,000 members throughout 20 counties in southwestern and south central Wisconsin. Unity and UWMF work together to create new programs in Employee Wellness and Health Management.

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About Healthwise

Healthwise is a nonprofit organization that has been helping people make better health decisions since 1975. Nearly 90 million times a year, people turn to Healthwise information for help in making health decisions. Healthwise works with hospitals, health plans, clinics, and disease management companies to provide decision-support and self-management information to the people they serve. Healthwise is leading a major change in health care to prescribe information therapy (ix) to patients as part of every health care encounter. To learn more, visit www.healthwise.org or call 1.800.706.9646.

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