



Healthwise, Incorporated

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FOR IMMEDIATE RELEASE

Healthwise Chairman and CEO Donald Kemper Named FACCT Health Care Visionary
Recognized for advocating patient-centered care, information therapy

BOISE, Idaho, January 22, 2004—Donald W. Kemper, MPH, chairman and chief executive officer of Healthwise, Incorporated, and founding chair of the Center for Information Therapy, has been named a “health care visionary” by the Foundation for Accountability (FACCT). Kemper was recognized for promoting patient-centered care and advocating patient empowerment through information therapy.

“The health care system can achieve measurable improvements in outcomes, patient safety and satisfaction, and the overall cost-effectiveness of care by offering the right information in the care process,” says Kemper. “Prescribed information—or information therapy—is essential for consumers to be actively involved with their health and to make smart yet personal health care decisions.”

FACCT’s new online *Innovators & Visionaries Database* highlights projects, programs, and individuals who are tackling 21st century health care challenges. Its aim is to provide valuable information for other health care leaders who are interested in improving America’s health care system. The database is available on FACCT’s Web site at www.facct.org.

Other health care visionaries in FACCT’s database include Paul Ellwood, MD, president of The Jackson Hole Group; Don Berwick, MD, co-founder of the Institute for Healthcare Improvement; and Ed Wagner, MD, an internationally known expert in improving care for people with chronic illnesses.

“The database is an important resource for those who will add solutions to the current challenges posed by the United States health care system. I’m honored to be a part of the new resource,” Kemper adds.

Kemper is a thirty-year advocate of consumer empowerment and patient-centered care. He co-authored five medical self-care books and created the vision for the Healthwise® Knowledgebase, the most comprehensive electronic health information tool available to consumers. In 2001 Kemper founded the Washington, D.C.-based Center for Information Therapy to develop the information therapy concept into the foundation for a new era of patient-centered health care.

About Healthwise

Healthwise, Incorporated, is a nonprofit organization that has been helping people make better health decisions since 1975. Every year people make more than 49 million health care decisions with Healthwise English and Spanish handbooks and online content. The new “intelligent” Healthwise Knowledgebase is indexed for online information therapy to help organizations deliver the right information to the right person at the right time. For more information visit www.healthwise.org and www.informationtherapy.org or call 1-800-706-9646.

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