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FOR IMMEDIATE RELEASE

Online Healthwise® Knowledgebase Named “Outstanding Content” Source 2004 *Medicine on the Net* Web Excellence Award honors nonprofit Healthwise, Incorporated

BOISE, Idaho, March 15, 2004—The online Healthwise® Knowledgebase has been named an “Outstanding Content” source by the 2004 *Medicine on the Net* Web Excellence Award program. The Knowledgebase was the only Web site recognized with an Outstanding Content award in the Healthcare/Medical Suppliers category in this year’s competition.

“If information doesn’t help people make a better health decision, it doesn’t help—plain and simple,” says Donald W. Kemper, chairman and CEO of Healthwise, Incorporated. “The Healthwise Knowledgebase is designed to be directly useful when people need to make medical, health behavior, and quality decisions. We’re honored the Knowledgebase received this prestigious award.”

The *Medicine on the Net* Web Excellence Awards are judged by a panel of Internet experts. Judges rate sites for their unique features, attention to detail, and outstanding design.

The Healthwise Knowledgebase covers virtually every medical issue, including conditions, tests and procedures, medications, and everyday health and wellness. People can quickly find information to help make decisions and take action on important issues like:

- “What’s a healthy weight and weight-management plan for me?”
- “Should I have surgery for a herniated disc?”
- “How should I prepare for my MRI?”
- “How can I get the most value from my visit to the doctor?”
- “How can I manage my chronic illness and increase control over my health?”

The Healthwise Knowledgebase is rigorously researched, clearly documented, and expertly reviewed by medical specialists from the U.S., Canada, and Europe. Eight of the top ten managed care organizations and hundreds of hospitals use Healthwise content.

Other Web Excellence Awards honored organizations whose sites include the Healthwise Knowledgebase:

- Kaiser Foundation Health Plan, Inc., members.kaiserpermanente.org, received Best Design in the Consumer Portal class and an honorable mention for Best User Interface in the Hospital/Health System class.
- First Health, www.firsthealth.com, took home four awards: Best Design and Best User Interface in the Insurer class and honorable mentions for Outstanding Content in the Consumer Portal class and Best Overall Site in the Insurer class.
- Hill Physicians, www.hillphysicians.com, won Best User Interface and two honorable mentions for Best Design and Best Overall Site in the Physician Practice class.

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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 56 million health care decisions with Healthwise English and Spanish online content and printed self-care guides. The new “intelligent” Healthwise Knowledgebase is indexed for online information therapy to help organizations get 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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