

Integrated Premera Blue Cross Member Portal Enhances Member Engagement

Provides a Simplified, Personalized Solution For Accessing Health Information and Tools

Mountlake Terrace, WA – December 14, 2010 – Premera Blue Cross announced the successful integration of medical, pharmacy, and lab data into the Premera Blue Cross member portal, premera.com, powered by WorldDoc. The portal plays a critical role by connecting Premera members to a personalized health and wellness information site and elevating their interest and engagement in their own health and wellness.

By importing member records from multiple data sources, World Doc makes it possible for Premera to pre-populate an individual's health portal with meaningful information, including their Health Risk Assessment and Personal Health Record. The imported data, combined with member reported information, provide a more complete health picture for each member that can be shared with doctors, pharmacists and other care givers.

Personalized messages that include consumer-friendly health and wellness tips relevant to that individual member can drive improved consumer engagement. By encouraging and engaging members to take a more active role in their own health and wellness it is possible to improve members overall health which can lead to lower healthcare costs and reduce the number of medication-related problems.

“The WorldDoc enhancements to our member health portal provide Premera an integrated platform to communicate directly with our members with a secure, easy to use health management solution,” said Dave Young, Premera’s Vice President of IT Strategy and Business Solutions. “By combining all available health data, we can now identify potential risk factors early and engage Premera members according to their individual needs and interest level.”

Initially launched in 2009, the updated portal provides a seamless, streamlined user experience. The site integrates traditional services like finding a doctor; reviewing medical claims and Explanations of Benefits (EOB); and ordering an ID card.

As previously noted, World Doc builds on its integrated, highly customizable platform a portfolio of innovative online tools to help members become active participants in their own health and wellness, including:

- Health Risk Assessment to help identify risk for preventable conditions;
- Personal Health Record to collect and store all health data;
- Personalized communications with targeted, actionable suggestions;
- Personal Evaluation System to help evaluate symptoms and find the most probable medical condition;
- Health trackers to help monitor and track changes to important personal data such as blood pressure and cholesterol; and
- Microsoft HealthVault synchronization allows members to integrate data from compatible mobile devices.

The flexible technology platform developed by WorldDoc makes future expansion possible as Premera develops the next generation of easy to use health related tools and services.

Members can access all of their personalized and timely health related information at premera.com.

About Premera Blue Cross

Our mission is to provide peace of mind to our members about their healthcare coverage. We provide health insurance and related services to more than 1.5 million people. Premera Blue Cross has operated in Washington since 1933, and Alaska since 1957. Premera Blue Cross is an independent licensee of the Blue Cross Blue Shield Association. Premera Blue Cross is a member of a family of companies based in Mountlake Terrace, Washington, that provide health, life, vision, dental, stop-loss, disability, AD&D, and other related products and services.

About WorldDoc

WorldDoc is an independent company who's fully integrated consumer care management system 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.