



Contact:  
Stacy Bauer Jones  
Media Relations Manager  
Sioux Falls Region  
605-328-7056  
stacy.jones@sanfordhealth.org

## **Sanford Health Plan and WorldDoc Collaborate to Increase Member Engagement**

### **Sanford's Upgraded Member Portal Provides a Personalized Solution to Ensure Quality Care for Every Member**

**Sioux Falls, SD, January 19, 2010** – Sanford Health Plan, created as a physician-directed, non-profit health plan in 1998, announced today that its plan members have access to a new integrated online consumer health portal – myHealthPlan for Members. Through this upgraded portal, plan members have access to WorldDoc's online tools, resources and health information. Additionally, WorldDoc is successfully importing and integrating medical, pharmacy and lab data from multiple disparate systems, which allows for the pre-population of information into the member's health portal, including their Health Risk Assessment and Personal Health Record.

This data integration allows Sanford to early identify individuals with potential risk factors or chronic conditions (care gaps) and to target members at various risk levels with personalized and relevant health information. In addition, it allows for the ability to stratify populations into various risk levels and apply plan programs to engage individuals according to their needs and interest level. By combining the imported data with information from the member, Sanford is able to send secure messages to individuals identifying gaps in care and action items that are relevant and personalized. This type of targeted, communication promotes high rates of consumer engagement and participation, leading to decreased instances of medication-related problems and overall better health, which, in the end, results in lower health care costs.

"This enhancement to the member health portal creates opportunities for Sanford to communicate with our plan members through a comprehensive, integrated health management solution," said Ruth Krystopolski, Sanford Health Plan's president. "Through data integration and the ability to send secure messages based on that data, we will help our members understand and manage their health conditions and receive quality care."

In addition, Sanford's clinician team, including coaches, will be able to better communicate with members by using WorldDoc's population management portal. The my HealthPlan member portal and population management tool feed off of the same integrated system (both data and engine) and are therefore always in sync.

"WorldDoc's core expertise centers on our ability to tailor our applications into a customized solution for our clients," said Rahul Singal, MD, president and CEO at WorldDoc. "We look forward to continuing our work with the team at Sanford to further enhance their member engagement and communication solutions in order to improve the health of their population."

The core component of the integrated member portal 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 improve their health. It collects, analyzes and integrates a user's medical, prescription 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.

**About Sanford Health Plan**

Sanford Health is an integrated health system headquartered in Sioux Falls, SD and Fargo, ND. It consists of two long-standing organizations that merged in 2009. Sanford is now the largest, rural, not-for-profit healthcare system in the nation serving 110 communities in six states. It includes 30 hospitals, 111 clinic locations and more than 800 physicians in 70 specialty areas of medicine. With more than 18,000 employees, Sanford Health is the largest employer in North and South Dakota. For more information, visit [www.sanfordhealth.org](http://www.sanfordhealth.org).

**About WorldDoc, Inc.**

WorldDoc, Inc. provides consumer care management systems to health plans, third party administrators (TPAs) and employers. WorldDoc's fully integrated product suite 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](http://www.worlddoc.com).

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