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Media Advisory

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Key 2008 Trends in Consumer Driven Health Care

Industry Expert Available for Comment on Four Most Significant Trends in 2008

Columbus, Ohio – Consumer Driven Health Care (CDHC) will continue to be an important factor in the health benefits marketplace in 2008. But CDHC, implemented alone, still has issues as the health care system is confusing to consumers

Kara Trott, founder and CEO of Quantum Health, can offer insights on the future of consumer driven health care and changes that will happen in the coming year, including:

- **Greater consumer interaction**—In 2008, there will be more emphasis on engaging consumers in the decision-making process. Health plans will more actively involve members by continuously updating them on that status of their health care and keeping a constant dialogue with patients.
- **Program integration**—Healthcare, wellness programs and disease management plans will be integrated in coordinated plans. Customer service, physicians' efforts and clinical support will all be incorporated into one easy-to-understand plan improving quality of care and reducing costs.
- **PCPs gain importance**—More patients will interact with a primary care physician who will direct and manage their health care. Physicians will directly coordinate and advocate on the patient's behalf.
- **Patient advocates will play larger role**—Advocates and Care Coordinators will provide direct guidance to patients and educate them on how to better use their health care benefits and navigate the system.

Kara Trott, founder and chief executive officer of Quantum Health, the provider of *Coordinated Health/Care™*, an integrated health management program that has held employers' cost trend to 4.3% over the past 5 years without cutting benefits or shifting cost, one-third to one-half the national trend for similar groups, while maintaining a 92% patient satisfaction level. To speak with Kara Trott, please contact Jon Staub at (800) 257-2038 x 158 or at Jon.Staub@Quantum-Health.com.

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Quantum Health, based in Columbus, Ohio, operates *Coordinated Health/Care* programs in employee benefit plans nationwide. To learn more about Quantum Health and *Coordinated Health/Care* programs, visit www.Quantum-Health.com or contact Jon Staub, Director of Marketing, at 800-257-2038, ext. 158.