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For Immediate Release and Distribution

HEALTHMEDIA AND HEALTHX OFFER HRA AND ONLINE BEHAVIOR CHANGE INTERVENTIONS TO EMPLOYERS, INSURERS

Ann Arbor, Mich. and Indianapolis, Indiana — July 8, 2008 –HealthMedia, the global leader in scalable behavior change interventions with outcomes for health and wellness, disease management, medication adherence, and behavioral health, recently began working with Healthx, Inc., a leading provider of consumer-directed health solutions. Healthx provides integrated data and communications solutions that enable members to make better healthcare decisions and live healthier lifestyles, while lowering costs for health plans. As part of the partnership, HealthMedia's health risk assessment (HRA) and online behavior change interventions will be used as part of the Healthx suite of consumer-directed solutions.

The Healthx OpenX® platform allows health plans to quickly integrate solutions from multiple solutions providers and deliver them seamlessly to members. "In an increasingly competitive healthcare industry, Healthx works to establish alliances with partners that will provide substantial benefits to our existing and prospective clients," said Healthx President and CEO Greg Bell. "The strategic alliance with HealthMedia provides our payor clients, employers, and members with an opportunity to take advantage of consumer-directed initiatives that lower medical costs for all of them."

HealthMedia's HRA asks the right questions to develop personalized behavioral science-based interventions that emulate counseling sessions with a nurse or health coach. By identifying the unique needs and motivation of individuals, HealthMedia's HRA helps the individual understand how to deal with the health risk or condition, and encourages the individual to address it. The HRA then drives that individual into the appropriate HealthMedia behavior change intervention to deal with issues such as depression, insomnia, stress, chronic pain, weight management, nutrition, smoking, and chronic pain.

"The integration of HealthMedia's HRA and online interventions with existing Healthx programs will directly impact and improve health, providing a distinct advantage for insurers and large employers seeking robust solutions for their members," said Ted Dacko, HealthMedia President and CEO. "Helping to improve health through intelligent recruitment and proven, science-based interventions is key to HealthMedia's success, and a key driver of the company's healthcare revolution. HealthMedia's partnership with Healthx is exciting for both companies as well as for the individuals whose health will improve as a result."

About Healthx

Healthx is the leading provider of consumer directed data and communications solutions. The Healthx integrated solution ideally engages members in the benefit services that enable them to make better healthcare decisions. OpenX offers members an integrated platform with single sign-on to all of their personal healthcare claim, eligibility, health and wellness tools, enrollment, disease management and multi-purse debit cards. The OpenX Application Programming Interfaces (APIs) allow constituents to "plug in" their solutions as well as access the Healthx extensive partner programs. Using an open technology platform, Healthx is able to cost-saving deliver solutions to health plan administrators, brokers, payors, providers, employers and individual members. For more information please visit www.healthx.com or call 877-492-3633.

About HealthMedia, Inc.

HealthMedia, Inc. is the global leader in scalable behavior change interventions with outcomes. HealthMedia's proven outcomes increase compliance, reduce medical utilization, and increase productivity— boosting profitability for health plans, employers, pharmaceutical companies, and behavioral health organizations. A fusion of their own unique technology and proven behavioral science, HealthMedia delivers individually tailored behavior change interventions for health and wellness, disease management, behavioral health, and medication compliance. Clients include Kaiser Permanente, UPS, Johnson & Johnson, GSK, and eight Blue Cross Blue Shield organizations across the United States. HealthMedia partners include APS Healthcare, Corphealth, Health Dialog, Wellsourc, and SHPS. For more information visit www.healthmedia.com.

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