



FOR IMMEDIATE RELEASE

**BLUEGRASS FAMILY HEALTH INCREASES PRODUCTIVITY
THROUGH ABOVEHEALTH® PLATFORM**

Availability of online information and member self service allow Plan to support 30% larger member base without increasing customer service staff

SAN DIEGO, CA – MARCH 9, 2005 – Abovehealth®, a leading eHealth solution provider, today reported Kentucky-based Bluegrass Family Health (BFH) achieved a thirty percent increase in membership after implementing the Abovehealth® platform. BFH has been able to serve the larger member base without adding to customer service staff. Convenient online transaction capabilities combined with 24/7 information access enable members to assume more responsibility for their healthcare, while BFH maintains its operational costs. Abovehealth® is a web-based platform that allows a health plan to communicate in real-time with its network of employers, members, providers and brokers in a secure environment.

Since deploying the Abovehealth® platform in 2003, BFH has seen a significant increase in web adoption by plan members. “We have grown from 100,000 members to 135,000 members without having to increase call center staff,” said Larry Hurt, Vice President of Administration at BFH. “An increase in web adoption has paralleled the increase in membership, so we still get about the same number of phone calls for over 30% more members.” The adoption of the Abovehealth® platform by BFH members increases productivity, use of automated service processes, and improves member experiences.

Abovehealth® enables health plans like BFH to be more responsive to their members and encourages self service by allowing online functionality such as retrieving eligibility profiles, printing ID cards, reviewing copays and deductibles and checking the status of claims. “That BFH could handle 30% more members with the same staffing level indicates the positive impact that Abovehealth® can have on a health plan’s productivity and operational costs,” adds Marc Alringer, Abovehealth® Vice President of Product Management.

The Abovehealth® product is easily integrated into a health plan’s claims processing system to give health plan constituents connectivity via the internet. Its interface engine is built on a data interchange process that maps payer system interfaces to standardized transaction sets, and its backend data scheme mirrors the HIPAA Guide data structure. Interactivity among health plan constituents helps decrease communication and service costs and has demonstrable ROI.

About Bluegrass Family Health, Inc.

Bluegrass Family Health, Inc. (BFH) was founded in 1993. It is a community based not-for-profit managed care corporation serving 135,000 members throughout Kentucky. BFH is an IPA model HMO that contracts with physicians, hospitals, and other providers of health services. BFH is also licensed as a TPA. Working with employers and brokers, BFH is committed to delivering comprehensive insurance benefits using a network of health professionals committed to providing quality, customer-oriented health services. For more information, visit <http://www.BluegrassFamilyHealth.com>.

About Abovehealth®

Founded in 2001, Abovehealth® is a leading eHealth solution provider based in San Diego. By strengthening relationships and simplifying support, Abovehealth® maximizes the value of a health plan’s community of members, providers, employers and brokers. Integrating seamlessly with existing claims and administrative systems, Abovehealth® replaces costly manual and paper-driven transactions with automated workflow processes, real-time transactions, interactive communications and personalized



content. The company has successfully implemented its eHealth platform in 28 health plans nationwide, representing over 4.4 million member lives. For more information, call 866-837-4538 or visit <http://www.abovehealth.com>.

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