

**Kathryn Weismantel**  
**ChapterHouse, LLC**  
kweismantel@chapterhouse.com

**CHAPTERHOUSE'S NEW HEALTH PLAN BUSINESS MODEL HIGHLIGHTED IN *MANAGED CARE OUTLOOK* ENABLES PAYERS TO ADDRESS ROOT CAUSE DRIVERS OF COVERAGE AND AFFORDABILITY CRISIS**

Leading industry publication covers ChapterHouse's innovative perspective on a new health value solution focusing on how health plans can win the coverage and affordability battle—keeping employers in the benefits game while improving consumer and physician satisfaction.

[Lisle, IL – February 11, 2008] Tom Main, founding partner of ChapterHouse, offered a snapshot of the firm's health value solution concept—a multi-faceted, integrated business model intended to facilitate positive health care reform—to the editor of *Managed Care Outlook* for the February 1<sup>st</sup> edition of this respected healthcare publication.

ChapterHouse has been working in collaboration with leading healthcare organizations (health plans, information technology, care management) and conducting thousands of hours of proprietary research to create a new business model designed to lower the cost of care, improve care quality and maintain medical trend below five percent while improving consumer, employer and provider satisfaction. The ChapterHouse model has applicability across a wide spectrum of health plans given its health and wellness foundation and its alignment with many of the current key industry movements.

The ChapterHouse Health Value Solution examines:

- Current coverage and affordability crisis and the primary root cause problems underlying the employer-sponsored health benefits marketplace
- Five integrated components of the health value solution model all connected through a new product architecture designed to align consumer incentives and to promote health, wellness and effective use of benefits:
  1. Market development
  2. Consumer relationship initiation
  3. Consumer engagement and management
  4. Care management and provider integration
  5. Performance management

The new market paradigm offered in *Managed Care Outlook* represents ChapterHouse's viewpoint on the fundamental underpinnings that will help health plans move from concept to impact in response to the coverage and affordability crisis threatening the employer-sponsored health benefits marketplace today. For more information on ChapterHouse's Health Value Solution, please contact Kathryn Weismantel, Director of Marketing, ChapterHouse, at kweismantel@chapterhouse.com

**About ChapterHouse**

ChapterHouse, LLC is a leading healthcare strategy consulting firm. The company is recognized for its expertise in corporate strategy, top line growth and market analysis in all major segments of healthcare. Grounded in strong analytics and staffed by experts in payers, benefits administration, healthcare technology, medical products and provider networks, ChapterHouse provides strategic direction, objective analysis and leading edge market data with the goal of enabling positive change for the industry. Further information can be obtained at [www.chapterhouse.com](http://www.chapterhouse.com) or by calling 630-968-6880.