News Release

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FOR IMMEDIATE RELEASE:

SDLC Partners hosts distinguished panel with former HHS Secretary Tommy Thompson, Highmark EVP/CMO Donald Fischer and EdLogics' CEO, Thomas Chamberlain at AHIP’s Institute 2013

Pittsburgh, PA – SDLC Partners announced today that they will host a distinguished panel to discuss the impact of health literacy and game mechanics on member-centric care at America’s Health Insurance Plans (AHIP) Institute 2013. The panel consists of:

- Tommy G. Thompson, Chairman and Chief Executive Officer of Thompson Holdings and former United States Health and Human Services (HHS) Secretary
- Donald R. Fischer, MD, MBA, Senior Vice President -- Health Affairs, Chief Medical Officer, Highmark Inc.
- Eric Dahlem, Managing Director, Business Transformation, SDLC Partners
- Thomas M. Chamberlain, PharmD, CEO, Founder, EdLogics

The title, description, location and date of the speaking session are outlined below:

Title:
The Next Frontier in Healthcare Delivery: Enhancing Member-Centric Care through Health Literacy Assessment and Game-Based Engagement Strategies

Program Description:
Health plans have begun the journey to use market segmentation data such as consumer health profiles to understand the use of and satisfaction with their services and products. A vital component of this segmentation is the utilization of health literacy measures in conjunction with automated delivery mechanisms to deliver care based on successful outcomes for the patient. Health literacy measures and other segmentation data enhance the ability to define a patient's/member's readiness to change and provide unique insights to providers and health plans, allowing for better targeting and selection of interventions. The speakers will discuss how optimizing care by using additional sources of outcome determinants, such as health literacy comprehension data, benefit design data, socio-economic data and environmental/contextual data represent the next exciting frontier in successful healthcare delivery.

Location:
AHIP Institute 2013
Wynn Las Vegas | Encore
Las Vegas, NV

Date:
Thursday afternoon, June 13, 2013
Register:
To register or for additional details on Institute 2013, please visit the AHIP conference link at http://www.ahip.org/Conferences/Institute2013/

About AHIP

America’s Health Insurance Plans (AHIP) is the national trade association representing the health insurance industry. AHIP’s members provide health and supplemental benefits to more than 200 million Americans through employer-sponsored coverage, the individual insurance market, and public programs such as Medicare and Medicaid. AHIP advocates for public policies that expand access to affordable health care coverage to all Americans through a competitive marketplace that fosters choice, quality, and innovation.

About SDLC Partners LP

SDLC Partners, L.P., headquartered in Pittsburgh, PA, opened its doors in 2004 as the business minded, tech savvy, people-driven alternative to large consulting organizations. The firm’s employees deliver process improvement, analytics, and technology solutions to Fortune 1000 and mid-market customers by effectively working with business and I.T. to serve as the “execution partner of choice” for improving speed to market, reducing costs, and enhancing quality. For more information, visit www.sdlcpartners.com.

About EdLogics

Based in Virginia Beach, Virginia, EdLogics provides highly specialized learning management software and advanced education solutions to health care organizations responsible for the delivery of health management programs and behavior change solutions to their customers. By making learning fun, interactive, and engaging, EdLogics improves health literacy and empowers consumers to take greater responsibility for managing their own health. Through its proprietary learning management platform, EdLogics provides a comprehensive suite of innovative educational programs and services that incorporate proven learning verification capabilities and game-based engagement strategies to enhance consumers’ understanding of key health issues and encourages them to become more active and responsible health care consumers. The platform measures health literacy, rewards users for educational achievement, and provides health care organizations with market research, advanced analytics, custom reports, and the administrative tools necessary to gain meaningful insight into patient care needs and challenges. For more information, please visit www.EdLogics.com.

About Highmark

Highmark Inc. is a national diversified health and wellness company based in Pittsburgh that serves 33.5 million people across the United States through its businesses in health insurance, dental insurance, vision care, information technology and integrated health care delivery. The company, which has more than 20,000 employees, is among the largest health insurers in the U.S. and the fourth-largest Blue Cross and Blue Shield-affiliated company. Highmark operates
health insurance plans in Pennsylvania, Delaware and West Virginia that serve 5.3 million members.

The company also offers health and wellness products to clients with employees throughout the country and is a recognized leader in reinsurance. In addition, Highmark operates more than 600 optical retail stores (Visionworks) and four U.S.-based eyewear manufacturing facilities. Highmark is an independent licensee of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield companies. For more information, visit www.highmark.com.

About Tommy Thompson

Tommy G. Thompson currently is the Chairman and Chief Executive Officer of Thompson Holdings, and is a former United States Health and Human Services (HHS) Secretary and four-term Governor of Wisconsin. Following his term in public office, he built, and continues to build in his work at Thompson Holdings, on his efforts as HHS Secretary and Governor to develop innovative solutions to the health care challenges facing American families, businesses, communities, states and the nation as a whole. These efforts focus on improving the use of information technology in hospitals, clinics and doctors’ offices; promoting healthier lifestyles; strengthening and modernizing Medicare and Medicaid; and expanding the use of medical diplomacy around the world. From 2005 until 2009, Governor Thompson served as a senior advisor at the consulting firm Deloitte and Touche USA LLP and was the founding independent chairman of the Deloitte Center for Health Solutions, which researches and develops solutions to some of our nation’s most pressing health care and public health related challenges. From 2005 to early 2012, Governor Thompson served as a senior partner at the law firm of Akin, Gump, Strauss, Hauer, & Feld LLP. Governor Thompson served as Chairman of the Board of Directors of Logistics Health, Inc. from January 2011 to May 2011, and served as President from February 2005 to January 2011. He currently serves on the Board of Directors of the following public companies: CareView Communications, Inc., as Chairman of the Board of Directors, Centene Corporation, C.R. Bard, Inc., United Therapeutics Corporation, Cytori Therapeutics, Inc. and TherapeuticsMD, Inc.