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Healthwise Names Martin J. Gabica, MD, Chief Medical Officer

BOISE, Idaho, July 13, 2010—Throughout his career, Dr. Martin J. Gabica has been an ardent advocate for helping patients understand their health and how to take an active role in their health care decisions. As Healthwise’s new Chief Medical Officer (CMO), Dr. Gabica applies his long-term leadership in shared decision making to help ensure that all Healthwise consumer information products support strong patient-doctor relationships.

“Dr. Gabica applies his unique perspective to his role as CMO,” said Healthwise Chairman and CEO Don Kemper. “He infuses the Healthwise medical team—and the entire company—with a passion for the Healthwise mission as they develop, maintain, and review all Healthwise consumer health information.”

Dr. Gabica manages the medical review process and oversees the Healthwise Medical Review Board, which is made up of more than 90 leading physicians and specialists from around the United States and Canada. He works closely with both Healthwise product managers and clients from the provider and payer industries to create Healthwise products that match the workflow needs of clients. He also collaborates with Healthwise’s behavior change and plain language experts to make Healthwise products that effectively help people make the health decisions that are right for them.

Dr. Gabica graduated from the Oregon Health & Science University in 1977 and completed his residency in family practice with the Family Practice Residency of Southwest Idaho in 1980. He is board certified in family medicine and is affiliated with the American Academy of Family Physicians. Dr. Gabica was president of Idaho Physicians Network from 2001 to 2005 and helped build the largest independent provider network in the state.

In 1980, Dr. Gabica co-founded the Idaho Wellness Center, now Primary Health Medical Group, an innovative family practice based on prevention, self-care, and shared decision making. He practiced there through 1996. Dr. Gabica has a long history with Healthwise. Prior to being named CMO in 2010, he was a medical director and associate medical director for Healthwise.

About Healthwise

Healthwise is a nonprofit organization with a mission to help people make better health decisions. More than 112 million times a year, people turn to Healthwise information to learn how to do more for themselves, ask for the care they need, and say “no” to the care that’s not right for them. Healthwise partners with health plans, hospitals, disease management companies, and health Web sites to provide up-to-date, evidence-based information to the people they serve. To learn more about the Healthwise Information Therapy (Ix[®]) Solution, visit www.healthwise.org or call 1.800.706.9646.