



Brenda Foster  
Director of Communications  
208.331.6963  
[bfoster@healthwise.org](mailto:bfoster@healthwise.org)



Rose Maljanian  
Chairman and CEO  
860.673.0221  
[rmaljanian@snet.net](mailto:rmaljanian@snet.net)

## **HealthCAWS<sup>®</sup> Mobilizes People to Actively Manage Their Health and Health Care Costs** *New HealthCAWS PASSPort<sup>™</sup> Product Features Healthwise<sup>®</sup> Information and Tools*

**FARMINGTON, CT, and BOISE, ID, October 12, 2010**—HealthCAWS<sup>®</sup>, Inc., the company that drives Combining Accountability With Support in health care, today announced the introduction of its new e-health consumer engagement tool, HealthCAWS PASSPort<sup>™</sup>, featuring the Healthwise<sup>®</sup> Knowledgebase. Healthwise is a nonprofit organization founded in 1975 to help people make better health decisions.

HealthCAWS PASSPort (Partners in Accountability Supports for Success) guides members of commercially sponsored or government health plans to use information and interactive tools they need to help them: 1) proactively manage their health, 2) work closely with their doctors and other health care professionals, and 3) practice effective health care consumerism—helping them choose the health care services and resources that are right for them while avoiding costs to the system that do not contribute to prevention or improving their health.

HealthCAWS PASSPort is customizable and is part of a portfolio of HealthCAWS tools to help drive accountability and align support so that consumers, providers, and payers can be successful.

“The rise in health care costs and the decline of our nation’s population health is not only unsustainable but unacceptable, particularly in light of our country’s common goal to preserve quality of care, choice, and access,” says HealthCAWS Chairman and CEO Rose Maljanian. “By mobilizing consumers, providers, and health care organizations, who can make a difference at the point of care and at the point of daily decision making around ‘the CAWS<sup>™</sup>’—rather than relying on policy alone—we can turn the tide on this trend,” says Maljanian.

“Consumers are the greatest untapped resource in health care,” says Healthwise Chairman and CEO Don Kemper. “With the right information and tools, they can provide better care for themselves and actively work with their doctors to get the care they need while avoiding care that is not right for them.”

### **Other HealthCAWS Products**

Another product, the HealthCAWS Organizational Alignment Toolkit<sup>™</sup> helps other organizations working toward similar goals assess opportunities to contribute to “the CAWS” through alignment of accountability models and support tools in their programs.

“The HealthCAWS Alignment Toolkit and process helped us identify assets we could leverage for increased potential,” says Chris Behling, President of Hooper Holmes, Health and Wellness, an early-adopter HealthCAWS client. “As we launch our latest product, Hooper Holmes OnSite<sup>™</sup>, through alignment of accountability messaging and advanced supports including our OnSite Health Champions, we are even more confident of our ability to uniquely and meaningfully engage consumers in managing their health and health care expenses—a benefit that accrues to them, their employer, and society overall.”

HealthCAWS, in addition to mobilizing the necessary persons to take action, delivers exceptional value because of its focus on key cost and health drivers. HealthCAWS solutions can help address what has been identified as 16-50% of the cost of health care described as waste in the system.<sup>1</sup>

One such cost driver is medication adherence. For example, an August 2009 New England Healthcare Institute report estimated that one-third to one-half or more of patients do not take medications as prescribed and, together with other medication-related problems, this results in a \$290 billion burden on the health care system.<sup>2</sup>

“Through focused initiatives on medication adherence and other key health and cost drivers with HealthCAWS, organizations can gain valuable insights into advancing consumer-centric solutions,” says Maljanian. “With health care cost projections for 2019 estimated by CMS Office of the Actuary (and National Health Statistics Group) to be higher post-reform legislation than pre-reform,<sup>3</sup> the time is right for HealthCAWS to help fill a void, create synergy in the marketplace, and work to achieve a different result.”

1. *The Price of Excess: Identifying Waste in Healthcare Spending*. PricewaterhouseCoopers’ Health Research Institute (2008). Accessed website on July 23, 2010. Available online: <http://www.pwc.com/us/en/healthcare/publications/the-price-of-excess.jhtml>
2. *Thinking Outside the Pillbox: A System-Wide Approach to Improving Patient Medication Adherence for Chronic Disease*. A NEHI Research Brief (August 2009). Available online: [http://www.nehi.net/publications/44/thinking\\_outside\\_the\\_pillbox\\_a\\_systemwide\\_approach\\_to\\_improving\\_patient\\_medication\\_adherence\\_for\\_chronic\\_disease](http://www.nehi.net/publications/44/thinking_outside_the_pillbox_a_systemwide_approach_to_improving_patient_medication_adherence_for_chronic_disease).
3. Sisko A, et al. (2010) National Health Spending Projections: The Estimated Impact of Reform Through 2019. *Health Affairs*, 29:10. Available online: <http://content.healthaffairs.org/cgi/content/abstract/hlthaff.2010.0788>.

### **About HealthCAWS**

HealthCAWS, Inc., founded in 2010, is a privately held, a for-profit company with a give-back philosophy. Unification and mobilization of the masses (consumers and providers) around “the CAWS”, to improve health and make health care more affordable, is at the core of the HealthCAWS strategy. HealthCAWS pairs its tools with those of its clients (payers, delivery systems, population health management companies, technology firms, and pharmaceutical and device manufacturers) to address key cost drivers, at the point of daily decision making and the point of care for synergistic results. [www.healthcaws.com](http://www.healthcaws.com)

### **About Healthwise**

Healthwise is a nonprofit organization with a mission to help people make better health decisions. More than 110 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 websites to provide up-to-date, evidence-based information to the people they serve. [www.healthwise.org](http://www.healthwise.org)