

IDAHO BUSINESS REVIEW > NEWS > HEALTH CARE > BOISE'S HEALTHWISE MERGES WITH BOSTON NONPROFIT

Boise's Healthwise merges with Boston nonprofit

By Cady McGovern

Published: February 20, 2014

Healthwise, a Boise-based nonprofit, is merging with the Informed Medical Decisions Foundation, a Boston nonprofit. Both organizations aim to provide people the information they need to make good health care decisions.

Both nonprofits will maintain their bases of operation in their respective cities, according to Healthwise Director of Marketing & Corporate Communications Christian Lybrook. None of the 234 Boise Healthwise jobs or the 31 Boston foundation jobs will be eliminated, Lybrook said, though some employees' roles may change.

"This is a group that we've known for 25 years, and we've often partnered with them," Healthwise CEO Don Kemper said. Kemper said the merger will help Healthwise perform better in three ways.



**Donald
Kemper**

The foundation is connected with researchers who develop guidelines based on medical evidence, Kemper said, so Healthwise will be able to research and understand those guidelines before they're even published. The foundation is also connected with outcomes researchers, who study whether providing patients with information before they make health care decisions really leads to better health. And the foundation has an excellent reputation for medical science, Kemper said, which is useful in developing national policies that support patients.

"Half of our mission is the advocacy of policies that help people make better decisions in their health care," he said.

In the future, Kemper said the merger will help Healthwise develop more advanced patient decision aids, which help patients weigh the risks and benefits of medical treatments and procedures. Healthwise already develops such aids, but in the future they will take into account an individual patient's diagnosis, values, preferences and risk factors. The partnership with the foundation will help provide the data Healthwise needs to develop those new aids, he said.

The merger is expected to be final by the end of March, and the combined organization will operate under the Healthwise name, according to a news release. Kemper founded Healthwise in 1975. The organization provides white papers, patient education applications and conferences geared toward increasing patient education and engagement.