HealthEdge to Present with Medica at the
2014 World Health Care Congress

Presentation will feature Medica's real-life example of how deploying modern technology can drive business transformation

Burlington, Mass. – April 2, 2014 – HealthEdge®, provider of the only integrated financial, administrative and clinical platform for healthcare payors, today announced that company executives Ray Desrochers, executive vice president and Bill Jollie, senior vice president of Professional Services and Medica's Kimberly Branson, vice president, Business Architecture and Strategy, will be speaking at a session titled, "Case Study: Technology-Enabled Business Transformation," at the 2014 World Health Care Congress.

The presentation will feature Desrochers, Jollie and Branson discussing how Medica transformed its business using the HealthRules® product suite. The session will also examine the key business issues, market drivers and opportunities payors face and will be supported by the latest data from HealthEdge's "State of the Payor" industry survey. It will also provide a framework to help payors align business goals with technological capabilities.

Medica is a mission-driven, not-for-profit health plan serving about 1.5 million members in the Upper Midwest. It offers health insurance products to seniors, individuals & families, employers and Minnesota public program recipients.

"Medica is at the forefront of health plan innovation, and they are using the next-generation HealthRules technology to reduce administrative costs, stay ahead of regulatory changes and meet the changing needs of rapidly-evolving healthcare market," said Desrochers. "Attendees at our session can look forward to a real-world example of how technology can be used to drive transformation and address upcoming business imperatives."

The 11th Annual World Health Care Congress (WHCC) convenes decision-makers from all sectors of healthcare with the shared goal of improving quality, outcomes and access while reducing costs. The nation's leading organizations rely on WHCC as their annual meeting place for the discussions, collaborations and strategies that catalyze change in the healthcare industry.

The presentation will take place on Monday, April 7, 2014 at 9:50 am at the Gaylord National Resort and Convention Center, National Harbor, MD. Additionally, HealthEdge will be exhibiting at the conference in booth number 206. For more information, please visit:
http://telehealthsummit.com/common/agenda.cfm?level=Inside&confCode=HR14000&AgendaID=1029&subAgendaID=2486

About Medica
Serving about 1.5 million members, Medica is a health insurance company headquartered in Minneapolis and active in the Upper Midwest. The non-profit company provides health care coverage in the employer, individual, Medicaid, Medicare and Medicare Part D markets in Minnesota and a growing number of counties in North Dakota, South Dakota and Wisconsin. Medica also offers national network coverage to employers who also have employees outside the Medica regional network.

Medica's vision is to become the community's health plan of choice, trusted for its integrity, respected for its service, and admired for its commitment to innovation and efficiency.

About HealthEdge
HealthEdge® provides modern, disruptive technology that delivers for the first time, a suite of products that enables healthcare payors to leverage new business models, improve outcomes, drastically reduce administrative costs and connect everyone in the healthcare delivery cycle. Our next-generation enterprise product suite, HealthRules®, is built on modern, patented technology and is delivered to customers via the HealthEdge Cloud or on-site deployment. An award-winning company, HealthEdge empowers payors to capitalize on the innovations, challenges and opportunities that await in the new healthcare economy. For more information, visit http://www.healthedge.com.

###

Melissa O'Dowd
HealthEdge
781-419-6170
modowd@healthedge.com