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Horizon Blue Cross Blue Shield of New Jersey

Making Healthcare Work.

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**COMMUNITY PHYSICIANS AND STATE'S LARGEST INSURER
JOIN FORCES TO FIGHT DIABETES**

Horizon Blue Cross Blue Shield of New Jersey and Partners In Care, Corp. pilot program will improve care for diabetes patients in the State Health Benefits Program

Newark and East Brunswick, NJ, November 27 – Partners In Care, Corp., (“PIC”) a physician organization serving over 850 private practice physicians and Horizon Blue Cross Blue Shield of New Jersey, the state’s oldest and largest health insurer, announced an innovative pilot program to aid diabetes patients insured by New Jersey’s State Health Benefits Program. The pilot program will increase use of relevant patient information to provide physician-coordinated Disease and Chronic Care management services to better treat PIC patients suffering from diabetes.

The prevalence of diabetes is a growing health concern in the United States. Approximately 20.8 million people, or 7.0% of the population, have diabetes. The good news is that scientific evidence now shows that treatment of diabetes with diet, physical activity, and new medicines can prevent or delay much of the illness and complications associated with diabetes.

“No where else in New Jersey is a health plan using their infrastructure to directly support the efforts of the treating physicians to this degree” said Steven Goldberg, MD., Chairman, Partners In Care. “The potential for significant improvement in the patient’s health is much greater when their health plan and their physician cooperate.”

“Horizon Blue Cross Blue Shield of New Jersey is proud to join forces with the physicians of Partners In Care to combat Diabetes,” said Chris Valerian, DO. MMM., Executive Medical Director, Quality and Clinical Innovations at Horizon BCBSNJ.

“Seamlessly integrating our disease management programs with the treating physician’s care means the patients will receive more comprehensive quality care.”

“Being able to exchange large amounts of data directly with Horizon and then pass that information directly to treating physicians in an usable format is crucial.” said Kevin O’Brien, President & CEO, Partners In Care. “The efforts of Horizon’s clinical

leadership over the past year made this type of breakthrough possible. This program is the first we have seen which applies the American Diabetes Association guidelines calling for Physician Coordinated Teams where the Health Plan based Disease Management program staff are members of the team. Typically Disease Management programs are not optimized because they have difficulty integrating with the Physician's plan of care."

About Partners In Care, Corp.

Physician owned and governed, Partners In Care is a physician organization dedicated to 21st century health care delivery and financing. Partners In Care has been successfully operating performance-based incentive programs involving approximately 80,000 members over the past ten years. As a leading Health Care Delivery System Management firm, PIC serves three participating physician groups: the United Medical Group, PC, Central Jersey Physician Network, and Vista Health System. These groups collectively represent approximately 850 physicians, serving about 1 million patients, and deliver/coordinate over \$2 billion in annual healthcare expenditures. PIC currently provides health plan improvement services to a number of health plans and employer/plan sponsors. The clinical/financial reporting capability allows PIC to deliver actionable information to physicians who participate in our various programs.

About Horizon BCBSNJ

Horizon Blue Cross Blue Shield of New Jersey, with headquarters in Newark, is New Jersey's largest health insurer providing coverage to more than 3.2 million people. Horizon BCBSNJ's company Web site is located at www.HorizonBlue.com. Horizon BCBSNJ is an independent licensee of the Blue Cross Blue Shield Association.

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