



## Horizon Blue Cross Blue Shield of New Jersey and WebMD Team Up to Launch My Health Manager

### Online Tool Allows Members to Take Control of Their Health Care Needs

NEWARK, N.J., April 6 /PRNewswire/ -- Horizon Blue Cross Blue of New Jersey (Horizon BCBSNJ) and WebMD Health Corp. (Nasdaq: WBMD) have teamed up to provide Horizon BCBSNJ's members an exciting and valuable new service called My Health Manager. The new online service is a personalized, interactive health application that provides Horizon BCBSNJ members with tools and health information resources they need to better assess, track, and manage their health.

"Horizon Blue Cross Blue Shield of New Jersey members now have access to reliable health information in the privacy of their own home whenever they need it through My Health Manager," said William J. Marino, President and CEO of Horizon BCBSNJ. "Working with WebMD, we are making health care easier by putting at our members' fingertips a powerful new tool and tremendous health resources."

With My Health Manager, Horizon BCBSNJ members have secure access to their own, individualized health homepage any time, day or night. Each member's homepage contains decision-support and health management tools and resources to facilitate informed decision-making and to provide assistance with specific conditions or concerns. Available resources include:

- Health Assessment Tool - A comprehensive self-assessment questionnaire that scores health status, determines health risks, and provides specific recommendations to improve the member's health.
- Symptom Checker - An interactive tool that allows one to evaluate various health symptoms through a quick series of questions and get information on potential causes and possible treatments for discussion with their physician.
- Personal Health Record - An online health record that allows each member to store, manage and maintain all of their health information in a centralized location.
- Hospital Quality Comparison Tool - A decision-support tool that offers comparisons of hospitals on the basis of quality and cost for a specific diagnosis or needed medical procedure.
- Treatment Cost Estimator - A decision-support tool that allows one to estimate all costs related to 350 different procedures, conditions, tests and office visits.
- Lifestyle Improvement Modules and Trackers - Customized, self-guided programs for exercise, nutrition, smoking cessation, pregnancy and other issues related to lifestyle and healthy living.
- Medication Center - A hub for members to learn about and manage medications, including a drug library, interactions checker, medications record, news and articles, and the ability to setup automatic dosage or reorder reminders.

My Health Manager also features Health Newsletter e-Subscriptions, a Secure Message Center, a Health Encyclopedia and other helpful tools for managing one's personal health.

"WebMD shares Horizon BCBSNJ's commitment to helping people better manage their health," said Wayne Gattinella, President and CEO, WebMD. "By providing access to comprehensive health information and resources, we are able to help members make more informed medical and financial decisions."

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 <http://www.HorizonBlue.com>. Horizon BCBSNJ is an independent licensee of the Blue Cross Blue Shield Association.

WebMD Health Corp. (Nasdaq: WBMD) is a leading provider of health information services to consumers, physicians, healthcare professionals, employers and health plans. Through our public online portals, WebMD enables health-involved consumers and clinically active physicians to readily access healthcare information relevant to their specific areas of interest

and specialty. Through our private online portals, WebMD provides an integrated platform for employers and health plans to enable their employees and plan members to make more informed benefit, treatment and provider decisions. WebMD Health Corp. is a subsidiary of Emdeon Corporation (Nasdaq: HLTH).