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Warm Health Enters Heart Failure Care Management Partnership with HealthSpring

MINNEAPOLIS, Minn. (July 11, 2011) Warm Health, a provider of innovative care management communications, is pleased to announce a new partnership with Nashville based HealthSpring. Warm Health will deliver its Heart Failure Care Management Program to HealthSpring's at-risk Medicare Advantage members by utilizing a suite of automated technology solutions to complement existing HealthSpring member communications approaches.

HealthSpring Heart Failure members will receive personalized calls from Warm Health at a rate that matches their risk level, from one to five times per week. The interactive communications include heart failure education, weight monitoring and questions to assess the members' need to speak with a HealthSpring care manager. The program began in May 2011 and has been rolled out in four different regions.

"One of the key factors in HealthSpring's decision to select Warm Health's Heart Failure Program," said Mark Tulloch, EVP and COO of HealthSpring, "was the significant benefit it provides to our members. Their business model delivers rich clinical content that affords our clinicians the ability to better provide optimal quality care and oversight. Warm Health offered the best solution to further enable us to meet our members' needs and we look forward to a healthy partnership."

"We are very excited to partner with HealthSpring, an organization which is recognized as an innovative thought leader in the competitive Medicare Advantage industry," said Dan Freier, CEO of Warm Health. "HealthSpring has been at the forefront of provider driven, member focused advances in providing healthcare to Medicare members. We are proud to offer our Heart Failure Care Management Program to their members."

About HealthSpring: HealthSpring is one of the country's largest and fastest-growing Medicare Advantage coordinated care plans. HealthSpring currently owns and operates Medicare Advantage plans in Alabama, Delaware, Florida, Georgia, Illinois, Maryland, Mississippi, New Jersey, Pennsylvania, Tennessee, Texas, and Washington, D.C., as well as a national stand-alone prescription drug plan. HealthSpring benefits focus on preventive care, wellness, and better disease management to help members improve their health. For more information visit www.healthspring.com

About Warm Health: Based in Minneapolis, Minnesota, Warm Health was established in 2005 to improve communications between health care organizations and their members by offering outbound, interactive phone, web and text messaging services. Warm Health also offers a library of clinical content for chronic conditions, maternal health and preventive care. For more information visit www.warmhealth.com

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