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## **Warm Health to Exhibit at Care Continuum Alliance's Forum 11 Meeting**

MINNEAPOLIS, Minn. (August 30, 2011) Warm Health, a provider of interactive care management communications, is pleased to announce that it will be exhibiting at the Forum 11, the annual meeting for the Care Continuum Alliance, September 7-9 in San Francisco, California.

"The Forum 11 attracts the perfect audience for us to highlight our unique approach to automated communications for Care Management," said Michael Lunzer, President and Co-Founder of Warm Health, Inc. "Our communications platform extends and focuses Care Manager outreach, while allowing them to support 100 percent of members with conditions versus only the highest-risk members."

Warm Health seeks to build relationships between health care organizations and their members to achieve better health outcomes and decrease costs by offering clinical Care Management and Star/HEDIS programs which engage, educate, motivate and monitor members through interactive outreach using IVR, text messaging and web/email communications. This approach has proven highly successful in supporting members with diseases such as diabetes by delivering ongoing education and monitoring; low-risk members receive monthly messages while medium and high-risk members may receive weekly communications.

"We engage and monitor all of your members in order to determine the care management support needs of each member. Our system identifies and alerts Care Managers of potential problems so they can proactively contact that member. This avoids an escalation of health problems which can lead to increased medical costs," Lunzer continued. "Our service builds relationships through friendly, focused, timely communications. That's what sets Warm Health apart."

Learn more by visiting Warm Health at booth #715 at Care Continuum Alliance's Forum 11.

**About The Forum 11:** The annual meeting convenes wellness and care management professionals, physicians and hospitals, HIT innovators, employers and other public and private-sector stakeholders in preventing and managing chronic conditions. For more information visit [www.theforum11.org](http://www.theforum11.org).

**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 offers a library of clinical content for chronic conditions, maternal health and preventive care. For more information visit [www.warmhealth.com](http://www.warmhealth.com).

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