



FOR IMMEDIATE RELEASE

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**INTEGRATED HEALTHCARE LAUNCHES CONSUMER-DRIVEN
PLATFORM FOR EMPLOYEES TO BETTER MANAGE THEIR HEALTH**

Innovation to Mitigate Rising Health Costs While Changing Employee Behavior

BOSTON, MASS., September 29, 2006 – Integrated Healthcare today announced the launch of its fully integrated, point & click-based consumer-driven health platform. Through technology innovation, Integrated Healthcare will provide simple, up-to-date access and control while mitigating rising healthcare costs for the employer and employee. The web-based platform is focused on changing employee behavior through financial incentives and informational tools including health savings accounts, smoke cessation programs, weight management and health risk assessment. This fully integrated platform provides ease-of-use, real-time access and control to employees, as well as attractive cost control management features for employers.

“Integrated Healthcare is at the forefront of the Health Savings Accounts movement in our industry,” states Daniel Boisvert, Integrated Healthcare president. “Our expertise in this area will help contribute to the overall wellness of the individual and bottom-line health of a company.”

Integrated Healthcare’s new technology platform is targeted at small to mid-size companies with 51 – 1,000 employees. This is a product that brings large case service to



the small to mid-size market. The solution provides employers and employees an array of proven-effective products and services along with innovative online tools that allows employees to effectively manage their health.

“Increased healthcare costs negatively impact any company, regardless of size,” explained Marc Pinney, vice president of sales at American Administrative Group. “Integrated Healthcare’s platform will give small to mid-size companies the cost controls they need, while positively impacting employees’ productivity, health and morale.”

By leveraging Integrated Healthcare’s platform, employees only need to enroll once and everything – claims payments, banking, investments and personal health coaching – is managed through an easy-to-use point & click interface. Employees can tailor their experience based on their individual needs. Integrated Healthcare’s platform tracks qualified and non-qualified medical expenses and allows employees to make journal entries for reference purposes. The tax free contributions are not lost if they are not used. Moreover, when an employee retires, they can use the money for retiree medical expenses.

For more information on the Integrated Healthcare, go to www.integratedhci.com.

About Integrated Healthcare

Integrated Healthcare (www.integratedhci.com) offers a fully integrated, point & click-based consumer-driven health platform. Through technology innovation, Integrated Healthcare delivers a web-based platform that provides simple, up-to-date access and control while mitigating rising healthcare costs for the employer and employee. Integrated Healthcare is a privately held company headquartered in Boston, Massachusetts. For more information, visit www.integratedhci.com or call 877.877.3353.



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