

For Immediate Release

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CHI's Prominence Health to Oversee Insurance Operations, Health Delivery Networks and Corporate Health Solutions

*Wholly owned subsidiary will operate and consult across the full continuum of
health care, aligning payers, providers and consumers*

ENGLEWOOD, Colo. – July 15, 2014 – Prominence Health is the new name of a wholly owned subsidiary of Catholic Health Initiatives that oversees a growing portfolio of commercial and Medicare Advantage health-insurance plans, networks of care and related products and services in markets across the nation.

In addition to operating health plans, Prominence will align and coordinate health care delivery systems and services across areas as diverse as benefits management, health delivery networks, health-data analytics, corporate wellness programs, occupational health, disease- and care-management and customer relationship management services.

The company, based at CHI's national headquarters south of Denver, is a key element of the parent organization's system-wide emphasis on innovative products that help support an essential transition to value-based care delivery and reimbursement. The spectrum of service offerings represents a customer-centered "bridge" to population health, connecting communities to a wide range of programs and solutions that help improve overall health and well-being.

“Prominence Health will significantly advance CHI’s ability to excel in a pay-for-value environment,” said Juan Serrano, chief executive officer of Prominence and senior vice president of payer strategy and operations for CHI. “Through Prominence, CHI has developed a catalyst to position us as a broadly integrated health system that enables exceptional health services and superior value for the communities we serve.”

For instance, Prominence is working directly with employers, creating collaborations that will go far beyond the provision of basic insurance administration and medical care. These partnerships give customers access to a coordinated health portfolio that features wellness education, preventive screenings, personal health coaching, disease-management support and onsite health services. Solutions tailored for employer clients and their unique needs and circumstances will result in meaningful improvements in quality, cost, productivity and employee satisfaction.

Formerly known as CollabHealth Managed Solutions, which was established in 2012, Prominence is positioned to deliver consumer-focused products and services across the CHI national enterprise, in tandem with CHI health systems and clinically integrated networks, which include 93 hospitals and hundreds of other health facilities in 18 states.

In its first foray into insurance operations in October 2012, CHI acquired a majority interest in Soundpath Health, a Medicare Advantage plan in Tacoma, Wash. Earlier this year, CHI purchased QualChoice, a commercial health plan based in Little Rock, Ark. The organization is extending its reach through strategic geographic expansion, including third-party administration services and Medicare Advantage plans in new markets, including Kentucky, Nebraska, Ohio and Tennessee.

Serrano said the push into customer-oriented products, high-performing networks, value-based contracting and health-insurance programs will help CHI adapt to a new era of pay-for-performance and population-health management. It will also accelerate the organization’s strategy of integrated health that delivers effective, cost-efficient health management while enhancing access to high-quality care that improves the health of entire communities.

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About Prominence Health: Prominence Health is a wholly owned, for-profit subsidiary of Catholic Health Initiatives, one of the nation’s largest health systems with 93 hospitals and hundreds of other facilities in 18 states. Prominence Health develops, manages and markets commercial and Medicare Advantage health insurance programs as well as a wide range of products and administrative services. Learn more at www.prominencehealth.com

About Catholic Health Initiatives: Catholic Health Initiatives, a nonprofit, faith-based health system formed in 1996 through the consolidation of four Catholic health systems, expresses its mission each day by creating and nurturing healthy communities in the hundreds of sites across the nation where it provides care. One of the nation's largest health systems, Englewood, Colo.-based CHI operates in 18 states and comprises 93 hospitals, including four academic medical centers and teaching hospitals and 24 critical-access facilities; community health-services organizations; accredited nursing colleges; home-health agencies; and other facilities that span the inpatient and outpatient continuum of care. In fiscal year 2013, CHI provided \$762 million in charity care and community benefit, including services for the poor, free clinics, education and research. Learn more at www.catholichealthinitiatives.org