

FOR IMMEDIATE RELEASE

HealthReports Provides Pricing Transparency to First Health Network Members

LEXINGTON, Ky. (April 25, 2011) – IF Technologies, LLC has partnered with First Health, one of the nation's largest PPO networks, to empower their members with true transparency through HealthReports™. HealthReports, a web-based subscription service, provides members access to network-specific pricing for medical procedures by health care provider. Members can also access nationally recognized quality indicators and feedback from other members on their experience with those providers.

"First Health's commitment includes offering a premier national network that ensures high quality at the best market price for our consumers," states Blaine Faulkner, Chief Operating Officer/Chief Financial Officer of First Health. "HealthReports from IF Technologies is both intuitive and personalized, allowing our consumers to identify high-quality, high-value healthcare with just a few clicks.

Faulkner added, "HealthReports removes many of the complexities surrounding healthcare pricing and presents information specifically for consumers. This valuable service also provides quality and member feedback information, making it the most robust transparency solution on the market, which is what our members deserve."

Employers, PPO networks and insurance companies are encouraging their members to be better consumers and be more active in the management of their health care costs. This requires members having the tools and access to information that has historically been unavailable to them.

"Members are realizing that health care providers are often paid different amounts for the same medical procedure and the difference can be significant. When they are empowered with comparative pricing through our transparency solution HealthReports, many are choosing a provider who offers a better value. The result is lower costs for the member as well as their health plan," states Jim Freedman, CEO of IF Technologies.

To learn more about HealthReports or to schedule a free demonstration, please visit www.ThinkIFT.com.

About IF Technologies, LLC

IF Technologies, LLC is a leader in healthcare transparency, empowering consumers to make informed decisions that lower costs. HealthReports, a proven solution to help educate consumers, is offered nationwide to insurers, networks and large, self-insured employers. The company's analytics driven solution supports traditional and customized health plan designs. For more information, visit www.ThinkIFT.com

About First Health

First Health, a wholly owned subsidiary of Coventry Health Care, provides PPO network access to providers in all 50 states including the District of Columbia, and Puerto Rico. The company provides seamless, flexible managed care solutions that help clients to manage employee benefit plans. The company's main office is in San Diego, California. For more information, visit www.firsthealth.com.

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