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UPMC Health Plan Launches New Personal Health Record

New online tool helps members to manage their health information

PITTSBURGH (September 4, 2007) — UPMC Health Plan announced today that as part of its *MyHealth* program, Health Plan members are able to access an online personal health record called “*MyHealth Record*,” designed to help members become more engaged in their health care.

MyHealth Record, a claims-based personal health record (PHR), was developed as part of a growing trend in the health care industry to empower consumers by providing them with more information about their health.

The goal of the *MyHealth Record* is to provide members with more detailed information about their healthcare and resources for managing their health – including educational resources to help manage chronic illnesses and the opportunity to participate in wellness programs. They also receive reminders about ways to improve their health, as well as important information about their insurance benefits.

“As a recognized leader in helping employers and members manage their health care, UPMC Health Plan created the *MyHealth Record* to close gaps in care and promote better health,” says Diane P. Holder, president, UPMC Health Plan. “We are pleased to provide our members with an opportunity to manage their health-related information and partner with their doctors to improve health.”

Members who use *MyHealth Record* will see their UPMC Health Plan-related medical histories automatically uploaded to the site through claims data and health assessment

information. The site can also include additional information, such as immunization schedules or drug allergies. Members gain immediate access to all of their information as soon as they register for the site.

Members will also have the opportunity to supplement their *MyHealth* Record with detailed personal information, such as family health histories. The additional information may even reduce the need for repeat medical tests and guard against adverse drug interactions. A member can print his or her entire record or portions of it to share with providers, family members, or caregivers.

The *MyHealth* Record provides a secure and private website environment for members to view their health history and related information. UPMC Health Plan uses best-in-class standards of privacy and security such as those used by the most respected financial institutions.

The Health Plan has implemented a two-way encryption model of authentication for access to the secure *MyHealth* portal. This model is the same used in the banking and finance industry, but it is relatively new to health care, where many still use older technology to assure privacy and security. The Health Plan's innovation moves it to the forefront of security and privacy technology in the field.

"Doctors and health insurers across the country are realizing the best way to care for people is to help them care for themselves through better information and more proactive care," says Anne Docimo, MD, chief medical officer for UPMC Health Plan. "The *MyHealth* Record allows our members to take an active role in managing and improving their health."

About UPMC Health Plan

UPMC Health Plan, the second-largest health insurer in Western Pennsylvania, is owned by the University of Pittsburgh Medical Center (UPMC), one of the nation's top-ranked health systems. The integrated partner companies of the UPMC Insurance Services Division – which includes UPMC Health Plan, Work Partners, EAP Solutions, UPMC *for You* (Medical Assistance), and Community Care Behavioral Health – offer a full range of group health insurance, Medicare, CHIP, Medical Assistance, behavioral health, employee assistance, and workers' compensation products and services to nearly 1 million members. Our local provider network includes UPMC as well as community providers, totaling more than 80 hospitals and more than 7,500 physicians in a 29-county region. For more information, visit www.upmchealthplan.com.

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