

PRESS RELEASE

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Health 2.0, LLC, Launches Health 2.0 Advisors

New service helps clients unlock value of Health 2.0

SAN FRANCISCO – Oct. 22, 2008 – Health 2.0, LLC, owner of the groundbreaking Health 2.0 Conference, announced the launch of Health 2.0 Advisors, an advisory service formed by four principals with national reputations at the nexus of health care and technology.

The mission of the new advisory service is to partner with clients to critically evaluate the continuing evolution of the Health 2.0 marketplace and how its tools and processes can maximize business value. Much as the Web has transformed industries such as banking, travel, and music, the impact of Health 2.0 is spreading throughout health care. The rapid proliferation of Health 2.0 tools, channels, and processes make it simultaneously more urgent and more complex for companies to understand how to turn this force of change into an opportunity for value creation -- instead of a threat to their competitive position. The growing interest in the Health 2.0 conference is but one indicator of the health care industry's realization of this disruptive market force.

Health 2.0 Advisors (<http://www.health2advisors.com>) is uniquely positioned to help companies navigate the waves of change. The firm is a joint venture between Health 2.0, LLC, and a team of four individuals: Matthew Holt, a Health 2.0 pioneer and co-founder of the Health 2.0 Conference; Brian Klepper, an expert in change dynamics in health care; Michael L. Millenson, an author, consultant and expert in quality of care and consumerism; and Jane Sarasohn-Kahn, a respected health economist and founder of THINK-Health. The new service is working closely with Edelman, the global communications company, and will integrate data from Edelman's Health Trust Barometer -- the just-released 5,000-person, five-country study about how citizens engage with the touch-points of health care -- in its reports.

“Across health care, a wave of innovation has begun in earnest,” said Holt. “For stakeholders in the health care industry, understanding Health 2.0 has become absolutely mission critical. At Health 2.0 Advisors, we're about ROI and guiding our clients to unlock the tremendous value of Health 2.0.”

Health 2.0 Advisors will leverage the broad expertise of its team to offer a package of state-of-the-industry reports, on-site strategic workshops, and ad-hoc advisory services, with a focus on building value for the client.

The term “Health 2.0” refers to a rapidly developing and powerful new business approach in the health care industry that uses the Web to collect, refine and share information. It is transforming how patients, professionals, and organizations interact with each other and the larger health system. The foundation of Health 2.0 is *information exchange plus technology*. It

employs user-generated content, social networks and decision support tools to address the problems of inaccessible, fragmentary or unusable health care information. Health 2.0 connects users to new kinds of information, fundamentally changing the consumer experience (e.g., buying insurance or deciding on/managing treatment), clinical decision-making (e.g., risk identification or use of best practices) and business processes (e.g., supply-chain management or business analytics).

Matthew Holt, co-founder of the Health 2.0 Conference, is a long-time health care researcher, forecaster, strategist, and the pioneering host of *The Health Care Blog* (matthew.holt@health2advisors.com).

Brian Klepper is a nationally prominent analyst, writer (*The Health Blog*, *HealthLeaders*, *Health Commentary*), speaker, and consultant focused on change dynamics in health care policy and market trends (brian.klepper@health2advisors.com).

Michael L. Millenson, consults on quality and safety issues and is author of the seminal 1997 book, *Demanding Medical Excellence: Doctors and Accountability in the Information Age*. He also served as senior advisor to the Markle Foundation's Information Technologies for Better Health program (michael.millenson@health2advisors.com).

Jane Sarasohn-Kahn is a health economist, industry analyst, blogger of *Health Populi*, and author of the report *The Wisdom of Patients: health meets social media*, published by the California Healthcare Foundation (jane.sarasohn@kahn@health2advisors.com).

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