



Contacts:

Leigh McGivern, CoOpportunity Health — 515.777.7061, leigh.mcgivern@coopportunityhealth.com

University of Iowa Health Alliance — 515.643.4000

CoOpportunity Health and University of Iowa Health Alliance Announce Collaboration

(DES MOINES, Iowa) July 8, 2013 — CoOpportunity Health and University of Iowa Health Alliance (UIHA) announced today they are collaborating to introduce two unique health plan products for Iowans this fall. Both plan designs have been submitted to the Iowa Insurance Division for approval with the intention of offering them on the new Iowa Health Insurance Marketplace, the Iowa SHOP Exchange, and in the open market for individuals and employer groups of all sizes.

Both health plan offerings — “CoOpportunity Choice UI Health Alliance” and “CoOpportunity Preferred UI Health Alliance” — feature a provider network that includes all member organizations of UIHA, including Genesis Health System, Mercy-Cedar Rapids, Mercy Health Network (including hospitals affiliated with Catholic Health Initiatives and CHE Trinity Health, Livonia, Mich.), and University of Iowa Health Care. This alliance of four entities includes over 50 hospitals and more than 160 clinics across Iowa with key locations in Des Moines, Davenport, Iowa City, Cedar Rapids, Sioux City, Dubuque, and Mason City.

In addition to University of Iowa Health Alliance members, other hospitals, physicians, and ancillary providers across the state are engaged in discussions with CoOpportunity Health to participate in all health plan offerings. Pending final approvals, CoOpportunity Health intends to market the University of Iowa Health Alliance product offerings in more than 75 percent of the counties in Iowa.

“We believe this groundbreaking partnership is not only a unique opportunity for two new players in the Iowa healthcare landscape — University of Iowa Health Alliance and CoOpportunity Health — to work together, but our collaboration means Iowans will benefit significantly from these unique health insurance options, particularly this year when the Marketplace opens for the first time,” said Dan Kueter, executive director of University of Iowa Health Alliance.

CoOpportunity Choice UI Health Alliance is an open-access, tiered-benefit design plan that provides significant consumer savings when University of Iowa Health Alliance facilities and clinicians are used for services. CoOpportunity Preferred UI Health Alliance is a select-network plan that provides the most cost-effective choice for purchasers interested in using University of Iowa Health Alliance providers exclusively.

“This is an unprecedented era in the world of health insurance and healthcare,” said David Lyons, CEO, CoOpportunity Health. “It’s the ideal environment for nonprofits like CoOpportunity and the member organizations of UI Health Alliance to work together to bring about real change in the status quo, to focus on what should matter most in healthcare: the quality of patient care and more efficient use of resources. These two products in addition to CoOpportunity’s broad PPO product offering mean we’ll offer the broadest product portfolio in Iowa.”

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About CoOpportunity Health ([coopportunityhealth.com](http://www.coopportunityhealth.com))

CoOpportunity Health is the only multistate health insurance CO-OP in the U.S. CoOpportunity Health began operations in February 2012 following approval by the federal government. The company is headquartered in Des Moines, Iowa, and is licensed to do business in both Iowa and Nebraska. Editor's Note: A CoOpportunity Health logo is available for your use: http://www.coopportunityhealth.com/UserDocs/coOp_health_logo_RGB.jpg.

About University of Iowa Health Alliance (uihealthalliance.org)

University of Iowa Health Alliance (UIHA) is comprised of four of Iowa's premier health care organizations, including 50 hospitals and more than 160 clinics. Mercy Health Network based in Des Moines, Genesis Health System based in Davenport and Mercy-Cedar Rapids joined with University of Iowa Health Care of Iowa City to form the alliance in June 2012. Its mission is stated as: "The University of Iowa Health Alliance will enhance the quality of health and life for Iowans through innovations in care coordination, clinical integration and prevention that reduce cost and improve efficiency." Alliance members share a vision of creating an organization that can be a national leader in transforming health care through innovations in clinical care, research and education; development of new, integrated models of care delivery and financing; and optimizing population health. In doing this, the alliance strives to address the changing health care environment, ensuring patients throughout Iowa and its contiguous states receive the best possible care. For more information: 515-643-4000.