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Harvard Pilgrim Health Care Launches New Cost & Quality Tool

(Wellesley, MA) Harvard Pilgrim Health Care today unveiled **Now iKnowSM**, a new cost and quality calculator that will offer greater transparency to consumers and empower them to make better decisions about their health care. The new tool offers state-of-the-art functionality. Harvard Pilgrim will launch Now iKnow through an agreement it has signed with Castlight Health of San Francisco.

“Now iKnow will provide our members with a whole new level of transparency so that they can compare cost and quality measures when making health care decisions,” said Eric Schultz, president and CEO of Harvard Pilgrim Health Care. “We believe that knowledgeable and empowered members are the key to improving quality and reducing the growth in health care spending.”

Now iKnow offers customized information for consumers based on their specific health plans, including benefits, deductibles and out-of-pocket costs. It will help consumers locate physicians and hospitals and will give price comparisons for them. Now iKnow will also indicate providers’ quality ratings, using national benchmarking data. It allows consumers to track their yearly deductible totals and out-of-pocket expenses, and to “shop” for alternate physicians and hospitals.

“Given more information on their health care providers, consumers are better able to make informed decisions regarding the quality and cost of their health care. Innovations like Now iKnow are exactly the types of tools needed to help us address the rising costs of health care” said Massachusetts State Representative Steven Walsh, co-chair of the Joint Committee on Health Care Financing.

“Now iKnow will allow Harvard Pilgrim to fill a large gap in the health care quality and cost information available to consumers,” said Rick Weisblatt, senior vice president of provider networks and product development at Harvard Pilgrim Health Care. “We are pleased to provide this missing link in a consumer-friendly web application.”

Harvard Pilgrim anticipates rolling out Now iKnow for its commercial plans later this year.

About Harvard Pilgrim Health Care

Harvard Pilgrim Health Care is a not-for-profit health plan serving more than one million members in Massachusetts, New Hampshire and Maine. It provides innovative approaches to health improvement and disease management, unique online tools that speed and simplify key transactions for employers and providers and personalized health support. Please visit <http://www.harvardpilgrim.org>. Harvard Pilgrim is the #1 private health plan in America according to an annual ranking of the nation’s best health plans by the National Committee for Quality Assurance (NCQA).*

**NCQA’s Private Health Insurance Plan Rankings, 2012-13, HMO/POS.*

About Castlight Health

Castlight Health enables employers, their employees, and health plans to take control of health care costs and improve care. Named #1 on The Wall Street Journal’s list of “The Top 50 Venture-Backed Companies” for 2011 and

one of Dow Jones' 50 Most Investment-Worthy Technology Start-Ups, Castlight Health helps the country's self-insured employers and health plans empower consumers to shop for health care. Castlight Health is headquartered in San Francisco and backed by prominent investors including Allen & Company, Cleveland Clinic, Maverick Capital, Morgan Stanley Investment Management, Oak Investment Partners, Redmile Group, T. Rowe Price, U.S. Venture Partners, Venrock, Wellcome Trust and two unnamed mutual funds.

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