



Affinity Health Plan Selects PopHealthCare® for Health Insurance Exchange Analytics & Services

FOR IMMEDIATE RELEASE

Tempe, AZ and Bronx, NY (January 21, 2014) - PopHealthCare® and Affinity Health Plan of New York announced today that they have expanded their long-term relationship with a contract for PopHealthCare to provide Health Insurance Exchange analytics and risk adjustment support services for Affinity's Qualified Health Plan (QHP) population. PopHealthCare will support Affinity in its mission to provide access to quality, cost effective care to its QHP members, which helps those members maintain a better quality of life. As part of this arrangement, PopHealthCare will provide leading edge data analysis services combined with targeted retrospective data collection and prospective analytics services to obtain a comprehensive view of the health status and health challenges facing Affinity's QHP members. Additionally, PopHealthCare will support Affinity in meeting the Health Insurance Exchange Edge Server requirements that will be used by the Exchange to perform risk adjustment among the plans participating on the exchange. Through utilizing PopHealthCare's services, Affinity is able to better understand and meet the needs of its QHP membership with chronic and acute illnesses. Accurate, complete, timely and well-documented diagnoses are key inputs to achieving superior health outcomes and keeping healthcare affordable for Affinity's QHP members.

"Affinity has a long standing mission of helping the underserved in New York. Given our long-term relationship with PopHealthCare with our Medicare population, expanding our partnership was a logical business decision as we extend our services to those in our QHP business" said Susan Tseng, Affinity's Executive Director of Health Insurance Exchange. "Our partnership with PopHealthCare will be an important element of our success in managing the health of the QHP population while keeping premiums as affordable as possible."

"PopHealthCare is very pleased to be able to extend our expertise in the Health Insurance Exchange market with Affinity Health Plan," added Deb Hecker, Chief Analytics Officer of PopHealthCare. She added, "As health plans launch their participation in this new and complex Health Insurance Exchange marketplace, they are entering a new world of risk-adjusted premiums and a host of new information technology and data management requirements. With our deep expertise in the management of health plan data for risk adjustment and quality improvement purposes, including the provisioning of that data for sharing with regulating agencies, PopHealthCare is vendor of choice for plans participating in the Exchanges. We offer the critical services but take a flexible approach to working with health plans to provide targeted solutions to meet the specific needs of each plan."

Affinity Health Plan is participating in the New York State of Health Marketplace as part of the Affordable Care Act (ACA).

About PopHealthCare: PopHealthCare offers groundbreaking programs in high risk population management that drive rapid, large, and demonstrable improvements in member quality of life and satisfaction, while helping its partnering health organizations realize appropriately enhanced revenues, enhanced quality scores, and reduced medical costs. With decades of experience, PopHealthCare is led by a team of long-standing leaders in health care analytics, field-based high-risk population care delivery, and both prospective and retrospective risk adjustment services. PopHealthCare has designed its high impact services to meet the needs of local, regional and national health plans and provider organizations and currently partners with over 35 health plans across the U.S. and in Puerto Rico.

About Affinity Health Plan: For almost 30 years, Affinity Health Plan has been offering New York State-sponsored free or low-cost health coverage to New Yorkers who have Medicaid, Medicare or no health insurance at all. Our managed care programs meet the need for coverage among people who are "underserved", those who may find it hard to get health care for different reasons such as language barriers, social and economic status or other factors. For more information, please contact Carmina Pérez at 718-794-5793 or carperez@affinityplan.org.

To learn more, please visit us at PopHealthCare.com and watch for more exciting news from us soon!

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