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|   | **MediKeeper Assists Wellmark® Blue Cross® and Blue Shield®****with New Ways for Members to Manage their Health***New web portal offers information and tools to assist members with making more informed choices***SAN DIEGO, CA, October 6, 2011**– MediKeeper, a leading health information integration company, and Wellmark, the leading health insurance company in Iowa and South Dakota, today announced the launch of a new secure member portal using MediKeeper’s customized solution. Focused on improving member access to health information, *MyWellmark* offers access to claims status, benefits reviews, health care expense tracking, and tools to reach wellness goals.“Wellmark was looking for a way to improve member engagement, and we’re thrilled that they identified MediKeeper as the development partner to achieve this goal,” said Jason Peoples, SVP Sales, Marketing, and Business Development at MediKeeper. “Our entire focus is providing easy-to-use tools that increase engagement, helping members lead healthier and less stressful lives. It’s been a joy to work with the committed team at Wellmark. We’re certain they’ll see significant return on their investment, through a healthier membership base.”The new customized portal integrates a member’s health-related data into one easy-to-use portal. Wellmark offers this as *MyWellmark*, named because it offers a view into all aspects of the medical experience, from benefits to claims, pharmaceutical records to appointments, and even insights into ways to care for illnesses. “MediKeeper was instrumental in helping us deliver a custom solution to the marketplace that was based on our customer’s feedback,” said George Hanna, Executive Vice President, Sales and Marketing, at Wellmark. “We selected them because they customized their technology platform to meet our needs and were able to meet our aggressive implementation timelines. We’ve had very positive responses from our members thus far, demonstrating our leadership in offering a solution that is clear and easy for customers to use. Increased registrations are one indicator that people like what they see.”MediKeeper’s focus is on consumer health portals. As one of the pioneers in the Personal Health Record (PHR) industry, MediKeeper promotes a patient-centered approach, emphasizing patient control, record portability, and privacy. **About Wellmark** Wellmark, Inc. ([www.wellmark.com](http://www.wellmark.com/)) does business as Wellmark Blue Cross and Blue Shield of Iowa. Wellmark and its subsidiaries and affiliated companies, including Wellmark Blue Cross and Blue Shield of South Dakota and Wellmark Health Plan of Iowa, Inc., insure or pay health benefit claims for more than two million members in Iowa and South Dakota. Wellmark Blue Cross and Blue Shield of Iowa, Wellmark Blue Cross and Blue Shield of South Dakota, and Wellmark Health Plan of Iowa, Inc. are independent licensees of the Blue Cross and Blue Shield Association. For more information on Wellmark, visit [www.wellmark.com](http://www.wellmark.com).**About MediKeeper**MediKeeper, founded in 2003 and headquartered in San Diego, CA, is a health information integration company. The Web-based platform helps consumers better control their health and wellness by compiling all key medical information, including insurance claims and medical records, in one personalized portal. Customized for employers and health plans, MediKeeper makes it easy and engaging for consumers to manage disparate data about their health, from spending accounts and health insurance databases, to inclusion of targeted content, coaching and secure messaging. For more information about MediKeeper, visit [www.medikeeper.com](http://www.medikeeper.com/home/aboutUs/www.medikeeper.com), email sales@medikeeper.com or call 888-202-5050. # # #**CONTACT:**Ann Revell-PecharArketi Group919-909-1097; arevellpechar@arketi.com

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