



Health Plus to Change Business Model

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Health Plus of Louisiana, Inc., a company founded in 1994 to offer local employers an option for healthcare coverage, has announced that it is changing its focus. Transitioning to a new business model, effective September 1, Health Plus will not offer health insurance coverage to employers seeking health insurance options. Existing Health Plus clients that renewed prior to September 1 will continue their coverage to the end of their contracts; for those clients who renew September 1, 2009 through February 1, 2010, coverage will terminate on February 28, 2010 and renewals will not be offered.

This decision will allow Health Plus's parent company, Willis-Knighton Health System, to focus time and resources on its core mission of improving the health and well-being of those who live in this community. The change in focus for Health Plus, which has been a highly successful company, comes on the heels of uncertainty in the health insurance market and a significant expansion of insurance plan offerings in the local market.

According to Patrick Bicknell, president, Health Plus will continue to administer the self-funded plan for Willis-Knighton employees and their families, approximately 10,000 people. The insurance plans for other employers and members will continue to provide coverage under current plans until they expire. As these plans end, Health Plus will not renew coverage, and employers and members will need to make provisions to transfer health insurance coverage to another company.

Because Health Plus will continue to administer Willis-Knighton's self-funded plan, some of its employees will remain with the company. The other employees will be offered lateral moves within the health system as Willis-Knighton, Louisiana's largest hospital, expands services at its hospitals, clinics and senior residential community.

Although the decision to eliminate the health insurance product was a difficult one to make, Health Plus and Willis-Knighton officials believe that it is in the best interests of the health system and the community. Health Plus has maintained financial reserves which can now be redirected for technology and services that will enhance healthcare in our region.

Health Plus was developed by Willis-Knighton to meet a critical community need for additional health plan options. At that time, only one other major health insurance carrier was active in the local market. Health Plus quickly became a market leader, providing health insurance coverage to customers in North Louisiana and to nationwide accounts, serving more than 30,000 members. Over the years the local health insurance market has changed. A number of

insurance carriers are now in this market, offering many options for healthcare coverage. In addition, the trend has been for local companies to transition to national and global corporations that look to national carriers for their employee healthcare coverage. This decision mirrors the actions of numerous other health systems that have divested themselves of interests in healthcare insurance.

Health Plus Facts

- Incorporated and located in Shreveport, La., in 1994
- Health Plus of Louisiana is a wholly-owned subsidiary of Willis-Knighton Health System, Louisiana's largest integrated healthcare system and hospital network, offering the most advanced specialty care services
- Longest operating provider-owned health plan in Louisiana
- A market leader in providing health insurance coverage to customers in North Louisiana and nationwide accounts, serving more than 30,000 members
- Proprietary Louisiana network includes Willis-Knighton hospitals, Willis-Knighton Physician Network and affiliated North Louisiana providers
- Recognized as "one of the most progressive and fastest growing health plans in the country" by Merck-Medco
- Nationally recognized by Goldline Research as one of the top 10 Most Dependable Insurance Professionals in the central U.S.