Health Alliance Medical Plans Selects Treatment Cost Calculator from Thomson Reuters to Help Its Members Make Well-Informed Healthcare Decisions

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ANN ARBOR, Mich., April 12, 2010 /PRNewswire via COMTEX/ --ANN ARBOR, Mich., April 12/PRNewswire/ -- Health Alliance Medical Plans, a provider-sponsored health insurer in the Midwest, has licensed Thomson Reuters Treatment Cost Calculator, an application that tells health plan members how much they will pay out-of-pocket for upcoming healthcare services.

The Treatment Cost Calculator generates cost estimates based on a health plan's claims data at the provider level, so the estimates reflect plan payments to providers. These treatment estimates are then personalized for the member using real-time benefit information in order to provide relevant, accurate information.

With this information, health plan members understand their expected costs and how these costs vary by provider, a key consideration in their healthcare decision-making.

"Consumer-driven healthcare translates into consumer need for information," said MaryAnn Tournoux, vice president of sales and marketing for Health Alliance. "This solution will help our members better understand their benefits and estimate their costs before receiving healthcare to avoid surprises and engage people in fully understanding their options."

"Healthcare consumers need accurate, detailed information specific to their financial and medical circumstances," said David Crean, senior vice president for the Healthcare & Science business of Thomson Reuters. "Health Alliance is providing that information to its members and supporting a growing market need for reliable information at the provider level. We're honored to be a part of this solution."

The Treatment Cost Calculator is part of Consumer Advantage(TM), a suite of online solutions from Thomson Reuters. For more information: http://thomsonreuters.com/products_services/healthcare/healthcare_products/health_plans/consumer_decision_supp/.

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About Health Alliance Medical Plans

Health Alliance Medical Plans is a leading provider-sponsored health insurer in the Midwest, administering health plans more than 310,000 members in Illinois and Iowa. Health Alliance is one of 'America's Best Health Plans' and named the top plan in Illinois in the most recent *U.S. News and World Report* and National Committee for Quality Assurance (NCQA) rankings of commercial and Medicare health plans. Additionally, because of an exceptional commitment to quality, Health Alliance has maintained the highest accreditation possible from NCQA for its HMO, POS and Medicare HMO plans since 1997.

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