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**KAISER PERMANENTE JOINS FORCES WITH HEALTHCOMPARE IN CALIFORNIA**

*Nonprofit Health Plan Now Available to All Californians through Online Resource*

Orange, California—August 26, 2010—HealthCompare Insurance Services, Inc., a one-stop online guide to help individuals and families easily research, compare, buy, and enroll in the right health insurance plan at the right price, announced today that Kaiser Permanente, one of the nation's largest nonprofit health plans, serving more than 8.6 million members, is now available to Californians through [www.healthcompare.com](http://www.healthcompare.com).

With more than 6.5 million members in California—and 36 hospitals, 454 medical office buildings, and more than 15,000 physicians available nationwide—Kaiser Permanente HMO and HSA plans will now be easily accessible to individuals and families searching for affordable coverage through the Internet.

At Kaiser Permanente, physicians are responsible for medical decisions. The Permanente Medical Groups, which provide care for Kaiser Permanente members, continuously develop and refine medical practices to help ensure that care is delivered in the most efficient and effective manner possible.

“We’re excited to expand our programs’ availability through healthcompare.com,” said Ken Roby, Director of Broker Sales, Individual and Family Plans, Kaiser Permanente, “and we see this as a great extension of our commitment to meet our members’ needs through electronic connections.”

Kaiser Permanente has a 50-year history of leadership in health information technology, and recently announced the full implementation of Kaiser Permanente HealthConnect<sup>®</sup>, the world's largest private-sector electronic health record, securely connecting more than 8.6 million people to their physicians, nurses, and pharmacists, personal information, and the latest medical knowledge.

Using proprietary technology, HealthCompare presents easy-to-understand information on all health plans – including PPO and indemnity health plans – providing the tools to transform choice into real decisions. Users simply enter their information and receive instant quotes online based on Kaiser Permanente's local offerings.

“With more than 9.5 percent of our nation’s population currently unemployed, it is crucial that our industry works to help the millions of people who are currently without proper health coverage and those who are or will be seeking individual and family coverage.” said Kathy Feeny, Senior Vice President of HealthCompare. “Our goal is to make it easy for everyone to find the best and move cost-effective options.”

With over two decades of experience and 600,000 policies managed by its corporate parent, The Word & Brown Companies, all HealthCompare customers can rely on HealthCompare client support representatives to always be at their side, providing them with a renowned and unbiased “Service of Unequaled Excellence.”

### **About Kaiser Permanente**

Kaiser Permanente is committed to helping shape the future of health care. It is recognized as one of America’s leading health care providers and nonprofit health plans. Founded in 1945, Kaiser Permanente’s mission is to provide high-quality, affordable health care services and to improve the health of its members and the communities it serves. Kaiser Permanente currently serves 8.6 million members in nine states and the District of Columbia. Care for members and patients is focused on their total health and guided by their personal physicians, specialists, and team of caregivers. Its expert and caring medical teams are empowered and supported by industry-leading technology advances and tools for health promotion, disease prevention, state-of-the-art care delivery, and world-class chronic disease management. Kaiser Permanente is dedicated to care innovations, clinical research, health education, and the support of community health. For more information, go to: [www.kp.org/newscenter](http://www.kp.org/newscenter).

### **About HealthCompare Insurance Services, Inc.**

HealthCompare, a Word & Brown Company, was developed in late 2009 to help individuals and families easily research, compare, buy, and enroll in the *right health insurance plan at the right price* online. Working closely with brokers and national insurance companies, HealthCompare offers individuals free, accurate, and customized health insurance quotes and personal assistance in finding and selecting the right program to fit their needs.

### **About The Word & Brown Companies**

The Word & Brown Companies, headquartered in Orange, California, provides services through more than 50,000 brokers to nearly 60,000 employers with more than 6 million eligible employees. During a span of more than 25 years, The Word & Brown Companies has become the nation’s recognized leader in developing and offering innovative technology, health benefit plan models, and sophisticated employee benefits services to companies of all sizes.

### **The Word & Brown Companies include:**

**Word & Brown® General Agency**, the leader in developing and distributing health benefit plan models and solutions to licensed brokers in California and Nevada; **CHOICE Administrators®** the nation’s only private health insurance exchange administering healthcare programs for more than 10,000 employers, covering as many as 200,000 members since 1996; **CONEXIS**, the nation’s oldest and most trusted employee benefits administrator, providing COBRA/HIPAA, FSA, Commuter Benefits, and Direct Bill services to thousands of clients nationwide; **Quotit®** Corporation, the leading Internet application service provider for the health insurance and employee benefits industry; and **HealthCompare**, an innovative and personal approach to helping individuals and families easily research, compare, buy, and enroll in the *right health insurance plan at the right price* online.

For more information about The Word & Brown Companies, please visit  
[www.thewordandbrowncompanies.com](http://www.thewordandbrowncompanies.com)

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