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RedBrick Health and ClearCost Health Announce Integrated Wellness and Transparency Platform

Industry-first offering encourages and rewards healthy living and smart shopping behaviors using innovative, integrated web and mobile platform

MINNEAPOLIS/SAN FRANCISCO (June 18, 2013) – RedBrick Health, a fast-growing leader in consumer health engagement and behavior change technology, and ClearCost Health, an innovator in health care price transparency, today announced a collaboration to create the first integrated offering designed to address two of the biggest barriers to controlling health care costs: unhealthy behaviors and the inability to shop for medical care based on price, quality, and convenience. The resulting platform will be the industry's first comprehensive service that empowers consumers to be healthy and to be smart about their purchase decisions.

This integrated offering from RedBrick Health and ClearCost Health will capitalize on RedBrick's consumer-facing web and mobile technologies, including RedBrick Journeys™, a patent-pending, adaptive health behavior change system. RedBrick Journeys present individualized choices using small steps in a game-like format with embedded social network support and automated reminders.

The collaboration expands engagement technology beyond wellness initiatives to consumerism by encouraging users to become smart shoppers for health care with easy-to-use information about the cost, quality, and convenience of in-network providers. The integrated solution will also combine incentives in an intuitive and compelling way that aligns the interests of employees and their employers to reduce healthcare expenses without sacrificing quality.

"Our motto is 'it's all about behavior,'" remarked Eric Zimmerman, chief marketing officer of RedBrick Health, who oversees RedBrick's behavior design and content innovation lab. "Whether it's making consistently healthy food choices, getting active, sticking with a medication treatment plan, or looking up comparative cost and quality data when picking a doctor, pharmacy or lab, it's really about changing consumer behavior. We know from experience that information alone isn't enough. It takes active engagement with the right kind of support and reinforcement for consumers to take action."

"One of our driving principles at ClearCost Health is to create the simplest possible experience for the consumer. Health care can be confusing and stressful, so we strive at every turn to make the health care shopping experience as straightforward as possible," stated Peter Mazonson, co-founder of ClearCost Health. "By integrating our health care comparison shopping service with RedBrick Health's engagement platform, we are creating an optimal user experience that is seamless, easy to understand, and will help consumers live well and shop smart."

About RedBrick Health

RedBrick Health is a health engagement and behavior change technology company that helps employers reinvigorate their health & wellness programs. The company combines financial accountability, clinical and behavioral insight, social and game mechanics and powerful data analytics to create a personalized and persuasive experience delivered through web, mobile and live interactions. As a result, RedBrick drives healthy behaviors, better outcomes, and stronger returns on everyone's investment in health. The company serves large, self-insured employers and strategic distribution partners. Visit RedBrick at

redbrickhealth.com, read more at healthinnovationblog.com or follow the company at twitter.com/redbrickhealth.

About ClearCost Health

ClearCost Health helps employers and employees respond to the rising cost of health care by empowering them to readily determine the cost of medical services and prescription drugs. Addressing a significant blind spot in today's health care marketplace, ClearCost Health reveals large price disparities between in-network health care providers, while simultaneously providing consumers with relevant quality and patient satisfaction information. The company works with large employers and health plans to enable employees and dependents to become smart shoppers for health care, saving significant money for both plan participants and plan sponsors. For more information, please visit clearcosthealth.com.

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