

RedBrick Health Press Contact:  
Melissa Hohertz-Foat  
612-659-3249  
mhohertz-foat@redbrickhealth.com

## **Blackstone Group's Equity Healthcare selects RedBrick Health to Deliver on Wellness 2.0 Vision for its Member Companies**

**Minneapolis, Minn. (March 25, 2015)** — [RedBrick Health](#), a fast-growing leader in consumer health engagement and behavior change solutions, announced today a three-year partnership to collaborate with Equity Healthcare in creating and delivering an engaging, next-generation wellness platform for its portfolio companies. Through the partnership, RedBrick's platform and services will be integrated with Equity Healthcare's data analytic and care management capabilities and offered to the Blackstone Group's global asset management portfolio, as well as their six other affiliated private equity firms.

The Equity Healthcare Wellness 2.0 vision includes a more compelling, personalized consumer experience and stronger integration of services across the health spectrum. In fulfilling this vision, RedBrick will deliver its adaptive health assessment and recommendations engine, award-winning digital coaching capability, device and app-integrated activity tracking, and advanced incentive management. RedBrick's platform will be integrated with Equity Healthcare's advanced data analytics and will drive coordinated engagement with its care management model.

"By collaborating with RedBrick Health, Equity Healthcare is able to help its members on the journey to Wellness 2.0 by driving meaningful engagement and a better, more integrated experience," said Equity Healthcare's Chief Executive Officer, Dr. Robert Galvin. "We evaluated the best companies in this space, and found RedBrick separated themselves from the field with their commitment to consumer experience, to innovation, and to doing what works, rather than what's traditional."

Equity Healthcare, a wholly owned subsidiary of Blackstone, leverages the scale of the combined purchasing power of more than 40 companies in its portfolio to contract for services aimed at delivering better quality healthcare while reducing costs. The company comprises one of the largest private sector purchasers of healthcare services in the U.S. with annual health expenditures exceeding \$1.5B.

"We are delighted to be selected by Equity Healthcare, and share their vision for creating a better experience that more effectively drives health improvement and healthcare consumerism," said Dan Ryan, chief executive officer of RedBrick Health. "We look forward to collaborating in bringing Dr. Galvin's Wellness 2.0 vision to fruition."

**About RedBrick Health**

RedBrick Health is a consumer health engagement company that helps organizations create real behavior change. By combining behavioral and clinical expertise with adaptive technology and an open platform, RedBrick produces a personal experience in web, mobile and live interactions. The company serves large, self-insured employers, insurers, providers, brokers and strategic distribution partners. Visit RedBrick at [RedBrickHealth.com](http://RedBrickHealth.com), read more at [HealthInnovationBlog.com](http://HealthInnovationBlog.com) or follow the company at [twitter.com/RedBrickHealth](https://twitter.com/RedBrickHealth).

**About Equity Healthcare, LLC**

Equity Healthcare was formed in 2008 by the Blackstone Group and works with six other private equity firms and their portfolio companies to bring innovative solutions to manage healthcare costs. Unlike traditional group purchasing organizations, EH focuses on the health of employees and their families and the quality of care they receive. EH has a several year track record of controlling healthcare costs while improving population health and has grown to 300,000 members. Currently, seven private equity firms and 44 portfolio companies participate, with annual health expenditures exceeding \$1.5B making it one of the largest private sector purchasers of healthcare services in the U.S. For more information, visit [www.equityhealthcare.com](http://www.equityhealthcare.com).

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