

# Bio-Medicine

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## HealthEquity, a Leading Healthcare Account Administrator, Licenses Thomson Reuters Information Solutions to Help People Make Better Healthcare Decisions

Date: 4/8/2009 [Outline] [RSS & Subscription]

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ANN ARBOR, Mich., April 8 /PRNewswire/ -- As people take more responsibility for their healthcare and its cost, employers and health insurers need better ways to help employees, members and beneficiaries make well-informed decisions about their health and use of healthcare services.

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Employers: Maximize the value and accountability of your health plan.  
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To address this challenge, HealthEquity has embedded Consumer Advantage(TM), a suite of online solutions developed by the Thomson Reuters healthcare business, into its HEQ Fusion(TM) platform. Consumer Advantage provides individuals with personalized information based on their own healthcare claims data along with the specific details of their insurance coverage and medical needs.

Many health plans and other organizations provide decision support tools, but utilization typically is low -- often because these resources are not personalized for consumers. HealthEquity, which provides services to health insurers, benefits administrators, employers, and financial institutions, addresses this issue by emphasizing the savings each consumer can realize. HealthEquity has embedded the Thomson Reuters' applications and content into its online solutions, allowing individuals to view their personal health information and highlighting ways to reduce medical costs.

"For consumerism to work in healthcare, people need accurate, detailed information specific to their financial and medical circumstances," said Thomson Reuters Senior Vice President David Crean. "HealthEquity is arming consumers with the solutions they need to evaluate their options, and we're honored to be a part of this solution."

Dave Hall, HealthEquity's Senior Vice President of Innovation, said: "Consumer Advantage allows individuals to base their healthcare decisions on empirical data. That is an ess

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