



DISCOVER A NEW DIRECTION IN HEALTHCARE

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Evolution of a Revolution

Definity Health, founded in 1998 and based in Minneapolis, MN, is leading a new direction in healthcare: Consumer-Driven Healthcare (CDH). What began as an idea in the minds of a few "outside-the-box" thinkers has evolved into a revolutionary force that is transforming the healthcare marketplace, changing the way patients, providers and health plans interact.

2005 is a landmark year for Definity Health. Since we began operations five short years ago, we've gone from CDH pioneer with less than three thousand members to a thriving, stand-alone company with over half a million members, a testament to the effectiveness of CDH to control costs while satisfying members. Now backed by the strength and stability of one of the nations leading healthcare providers, UnitedHealth Group, Definity Health will continue to lead the CDH revolution.

Our clients are national, self-insured employers and include:

- *Fortune 500* and *Fortune 1000* companies
- *Fortune Global 500* companies
- Middle market companies
- Public sector and educational organizations
- Federal and State governmental agencies

In addition, both The Pacific Business Group on Health (PBGH) and The Alliance (Wisconsin) have selected Definity Health as their exclusive partner to offer CDH benefits to their member companies.

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