

WASHINGTON STATE'S LARGEST EMPLOYEE UNION PARTICIPATES IN PILOT PROGRAM TO OFFER MEMBERS QUALITY HEALTH CARE AT LOWER COSTS WITH QLIANCE

*SOUND HEALTH AND WELLNESS TRUST ALLOWS MEMBERS TO SELECT QLIANCE AS
DIRECT PRIMARY CARE MEDICAL HOME*

SEATTLE (November 12, 2009) – Qliance Medical Management Inc., which operates insurance-free direct primary care clinics – also known as "direct primary care medical homes" – in Washington state, today announced it has been selected by the Sound Health & Wellness Trust to pilot a health care program for its members, including the United Food and Commercial Workers (UFCW) Local 21, Washington state's largest employee union.

The Qliance program, offered through its clinics in Seattle and Kent, WA, provides UFCW and other Trust members access to comprehensive primary, preventive and chronic management care for one low monthly fee. Current enrollment is now being offered for the 2010 benefits to Trust members and their families, who include employees of union grocery stores and health care facilities.

"We are thrilled to give our members in Seattle and Kent the option to choose Qliance for their health care, which will offer them unparalleled access to their doctors, no co-pays for office visits, and unhurried appointments," said David Schmitz, president of UFCW Local 21, a participating local in the Trust. "We are piloting this program because we strongly believe Qliance will enable our members to have access to high-quality primary care services, and that this model can save the Sound Health and Wellness Trust a significant amount of money down the road."

Trust members who join the Qliance Plan will pay approximately \$3 per week (\$156 per year) to receive all of the benefits of membership in the direct primary care medical home, including unrestricted primary and preventive care for everyday things like vaccinations, checkups, pneumonia, minor fractures, routine women's health exams, and ongoing care for chronic illnesses such as diabetes, hypertension or obesity. Other benefits will include:

- Unhurried 30- to 60-minute office visits
- Same- or next-day appointments for urgent care needs
- Open 7 days per week, with 24 hour cell phone and email access to a physician
- On-site x-ray, laboratory and "first-fill" prescription drug dispensary
- Coordination of care throughout the rest of the health care system

Participants in the program will also receive full wrap-around insurance coverage (for those rarely needed specialist or emergency services that Qliance does not provide) with an annual \$150 deductible, and a \$1,000 out-of-pocket maximum.

"This plan provides amazing value for some of the highest-quality health care available in the country and we look forward to welcoming the UFCW and other local Trust members to our medical homes," said Garrison Bliss, MD, Chief Medical Officer and co-founder of Qliance Medical Management. "The Trust has taken an important step to explore health care outside of traditional insurance programs that is already proving to reduce costs for employers and individuals. We hope legislators in the other Washington look to this pilot as a model for an effective hybrid option that should be included in the proposed insurance exchange so more Americans can enjoy the benefits."

The Sound Health and Wellness Trust program is the first Taft-Hartley health care program in the nation to offer a direct primary care medical home package to its members. The Trust has more than 30,000 members statewide, with approximately 5,500 living within a 10-mile radius of either Seattle or Kent, making them eligible to participate in the Qliance Plan pilot program.

In addition to its relationship with Sound Health & Wellness Trust and the UFCW, Qliance works with many local small to mid-size businesses to offer their employees health care at substantial savings over traditional insurance-only health care. For example, one Kent non-profit that employs 75 full-time people projects to save more than \$1 million over the next five years by moving employees from traditional insurance plans to a local direct primary care medical home that is supplemented by lower-premium insurance for emergency and catastrophic care.

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About Qliance Medical Management

Qliance Medical Management Inc. was founded in 2006. In 2007, the Washington State legislature recognized direct primary care as an innovative health care delivery model not to be regulated as insurance, paving the way for all Washingtonians to have access to affordable quality health care. In late 2009, both the U.S. House and Senate included language in their respective drafts of the health reform bill that would allow direct primary care medical homes such as Qliance to participate and compete in the proposed health insurance exchange (where Americans will eventually shop for health care options) if bundled with a new type of "wrap-around" insurance plan that covers a patient's needs outside of primary, preventive and chronic care.

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