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WiserTogether and Truven Health Analytics Partner to Help Consumers Make Evidence-Based, Cost-Effective Treatment Decisions

Data-driven Entities Bring Together Cost Transparency and Crowd-Sourced Decision-Support

WASHINGTON, D.C. – March 11, 2014 – [WiserTogether](#), Inc., a cloud-based, consumer-focused, health decision-making platform, today announced it has entered into a partnership with [Truven Health Analytics](#), a leading provider of healthcare data and analytics solutions and services. The partnership enables Truven Health Analytics and WiserTogether to provide employers and healthcare plans with a unique set of solutions to help their consumers make better healthcare decisions.

With a best-in-breed cost transparency tool and groundbreaking consumer decision support solution, Truven Health Analytics and WiserTogether help individuals choose the right treatment for their situation based on the effectiveness and popularity of the treatment, as well as their personal preferences and financial constraints.

WiserTogether's Wiser Health is a patented platform that helps healthcare consumers find the best care for their needs. It is powered by crowd-sourced data from consumers and physicians who have encountered similar personal medical decisions. It helps focus an often-overwhelming search for healthcare information, equipping patients with the focused knowledge they need to have an informed discussion with their doctor and family members about their treatment options.

Truven Health Analytics, a recognized leader in using data and analytics to improve healthcare, provides accurate, real-time estimates of out-of-pocket costs that are personalized to the user's benefits plan, deductible, choice of provider, and location through its online Treatment Cost Calculator tool. The

Treatment Cost Calculator also allows an employer or health plan to establish a reference price for any covered service, making it easy for consumers to identify providers that offer the service they need at a cost that is at or below the reference price.

“Helping consumers quickly and easily identify the right care at the best price is a key component of healthcare reform,” said Barbara Graovac, senior vice president and general manager, Truven Health Analytics.

“Through this partnership, we are helping healthcare payers empower their members to make well-informed healthcare decisions.”

“Truven Health Analytics has some of the richest, deepest data assets in the industry, which allow payers to see how their populations are faring and where their healthcare dollars are being spent,” said WiserTogether CEO Shub Debgupta. “With this partnership we will now be able to help payers enable consumers to make more thoughtful, informed decisions that will work for them medically, personally and financially.”

About Truven Health Analytics

At [Truven Health Analytics](#), we’re dedicated to delivering the answers our clients need to improve healthcare quality and access, and reduce costs. Our unmatched data assets, technology, analytic expertise, and comprehensive perspective have served the healthcare industry for more than 30 years. Everyday our insights and solutions give hospitals and clinicians, employers and health plans, state and federal government, life sciences researchers, and policymakers the confidence they need to make the right decisions, right now, every time.

Truven Health Analytics owns some of the most trusted brands in healthcare, such as Micromedex, ActionOI, 100 Top Hospitals, MarketScan, and Advantage Suite. Truven Health has its principal offices in Ann Arbor, Mich.; Chicago; and Denver. For more information, please visit www.truvenhealth.com.

About WiserTogether, Inc.

Faced with a daunting and personal healthcare decision, [Shub Debgupta](#) founded WiserTogether in 2008 to give consumers smart tools that can yield the right information to face their health situations. The Company’s healthcare decision-making tools help people choose a treatment path based on all the factors that matter, including clinical evidence, personal preferences, cost, access, and plan coverage. It leads to better medical choices that result in greater satisfaction, higher compliance, improved health outcomes, and lower medical costs.

For more information about WiserTogether, please visit our website at www.wisertogether.com.