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Capital BlueCross and P4 Healthcare Launch Cancer Pathways Initiative

BALTIMORE, MD (January 12, 2010) – Capital BlueCross and P4 Healthcare announced today the launch of an innovative initiative to create clinically proven, evidence-based oncology treatment protocols aimed at enhancing the quality of care for patients. The P4 Pathways Program will provide the tools to establish disease-specific and locally-based pathways for the treatment of patients with cancer, as well as protocols for supportive care (treatment of complications and adverse events that arise from the medical condition or administration of treatment). The pathways are a collaborative effort that will be developed with oncologists across the entire Capital BlueCross network as a way to provide cost-effective care and improve the quality of healthcare delivery without compromising the integrity or delivery of treatment.

“We are constantly looking for ways to improve the care delivered to our members. This program is compelling because it is driven by evidence-based pathways that include the guidance of local oncologists who understand the unique needs of those facing health challenges,” said Capital BlueCross President & CEO Bill Lehr.

Capital BlueCross and P4 Healthcare have assembled a panel of local physicians to develop and maintain an up-to-date framework for the P4 Pathways Program based on clinical evidence to ensure best patient outcomes. The P4 Pathways are designed to provide high-quality patient care and reward physicians for delivering appropriate care while managing costs.

“The P4 Pathways Program brings together the key stakeholders in the care of a patient. The intent of this program is to ensure highest quality of cancer care for Capital BlueCross patients through the adoption of evidence-based clinical pathways,” said Jeffrey Scott, MD, Chief Executive Officer, P4 Pathways.

“I am excited to participate in this important patient care initiative being announced by P4 Healthcare and Capital BlueCross, and I am pleased that they have incorporated the highest standards of evidence-based medicine with the extensive experience and feedback of medical oncologists practicing in our area. I believe the clinical pathways that are developed through the initiative will drive better outcomes for patients in this region,” said Dan Sotirescu, MD, from Cancer Care Association of York, Pennsylvania.

P4 Healthcare, creators of the P4 Pathways Program, will provide proprietary technology, tools, expertise, educational programs, and hands-on training for developing, implementing, and continually monitoring and reporting on anything relating to the P4 Pathways Program. Practices implementing P4 Pathway programs have historically shown less variability in regimens, reduced misuse of chemotherapy, better managed toxicity, optimized use of biologics and better defined treatment milestones.

“Working with Capital BlueCross is an important milestone for P4 and follows similar programs we have implemented with other Blue Cross plans including CareFirst and Blue Cross Blue Shield of Michigan. Our Pathways program has grown tremendously and currently helps manage the treatment of more than 10 million lives across seven states. The reason for this growth is that our proprietary technology provides real-time data and analysis coupled with evidence-based pathways and appropriate reimbursement, which has significantly improved patient outcomes with a substantial reduction in healthcare costs,” said Dr. Scott.

About Capital BlueCross

Capital BlueCross is the leading health insurer in its region, providing health insurance coverage to nearly one million people in central Pennsylvania and the Lehigh Valley. Capital BlueCross is committed to making health insurance simple for its customers and

members through all the stages of life by offering nationally acclaimed customer service and a full range of innovative benefit programs at competitive prices. The company has been providing health security to the people and communities of central Pennsylvania and the Lehigh Valley for more than 70 years and employs about 2,100 people in the region. Capital BlueCross is an independent licensee of the Blue Cross and Blue Shield Association. More information about Capital BlueCross and its subsidiaries can be found by going to www.capbluecross.com.

About P4 Pathways, a P4 Healthcare company

P4 Pathways partners with payors across the country to establish clinically proven, evidence-based oncology treatment protocols designed to promote the delivery of high quality, cost efficient patient care. These protocols seek optimal patient outcomes by ensuring selections of the most cost effective medications, minimizing side effects, reducing errors, and minimizing toxicities. Patients, Payors and Physicians all benefit alike. Significant cost savings and enhanced care are realized by eliminating unnecessary medical costs, reducing hospitalization and selecting the most cost effective medications. P4 Pathways, LLC is a P4 Healthcare company. For more information, visit www.p4pathways.com.