



PORTABLE SECURE HEALTH INFORMATION

NEWS RELEASE

Contact: Deborah Trivitt
Trivitt Public Relations
402.573.7143

Blue Cross and Blue Shield of Nebraska and Health Data Card Offer Health Smart Card Pilot Program to Employees

Technology provides employees a portable secure smart card to manage medical information.

Omaha, NE, September 8, 2004 –Blue Cross and Blue Shield of Nebraska will offer its employees the opportunity to participate in an 18 month pilot project using health smart cards from HDC (Health Data Card) to help direct future decisions about use of the cards. “HDCards will be offered to employees as a health information management tool. We have a long and successful history of providing innovative healthcare leadership and HDCards are a promising new use of technology for healthcare consumers,” said Timothy D. Ranney, M.D., senior vice president and medical director, Health Services Programs.

An HDCard is a patient focused credit card-sized “smart card” with a microprocessor chip imbedded in it. The card stores secure, comprehensive healthcare data—from Emergency 911 medical data, demographics and insurance information to vital details such as immunizations, allergies, and medications. The card can be read or written to by the free proprietary software provided by HDC. Cardholders carry the HDCard in their purse or wallet to assist physicians, hospitals, clinics, pharmacies, dentists and optometrists with communication and management of their healthcare information.

“Blue Cross and Blue Shield of Nebraska joins a growing list of Omaha corporations and organizations initiating employee pilot programs with the HDCard. Employers recognize the cards can play a vital role in helping employees manage and communicate their routine and emergency medical information. Our patient-focused technology can help the healthcare system streamline their front end registration process,” said Henry Zach, president of HDC.

The HDCard will allow patients easier access to and greater control of their protected health information, in line with the spirit of the Health Insurance Portability and Accountability Act (HIPAA).

Healthcare systems and hospitals that have the HDC software installed in their Emergency Rooms include: Alegent Health – Lakeside Hospital, Immanuel Medical Center, Bergan Mercy Medical Center, Midlands Hospital, Mercy Hospital; Methodist Hospital; Children’s Healthcare Services; Creighton University Medical Center; and The Nebraska Medical Center. Portable card readers were provided to most Omaha-area rescue squads and ambulances in June. The physician provider network continues to grow throughout Omaha as more and more physicians are requesting the free software and reader. Any licensed medical facility or provider can receive the free software that reads the cards.

HDC is a privately held corporation headquartered in Omaha, Neb. For more information visit the company’s web site at www.healthdatacard.com or call 866.820.2273.