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FOR IMMEDIATE RELEASE

Continuum Health Alliance Launches Major Rebrand
New Identity & Service Platform Address Rapidly Changing Needs of Healthcare Industry

Marlton, NJ – Feb. 12, 2014 – Continuum Health Alliance, LLC – which provides a wide range of services to doctors and other healthcare providers – has unveiled its new logo, positioning and service platform.



Transforming the Practice of Medicine
AN AMBULATORY CARE SERVICES COMPANY

These changes reflect the company's new focus on transforming the practice of medicine by bringing higher quality care, improved patient experience and lower overall costs to physician practices, outpatient centers, payors, employers and other "ambulatory" care providers or settings.

These three goals – known as the Triple Aim – are a cornerstone of the **Affordable Care Act**. Over time, healthcare providers will be required to meet the Triple Aim in order to receive payments from Medicare, Medicaid and private insurers.

Continuum enables healthcare providers to achieve the Triple Aim through its unique, managed platform. This includes its longstanding **Practice Management Services**, combined with its leading-edge **Population Health Management Services** and **Community Care Services**.

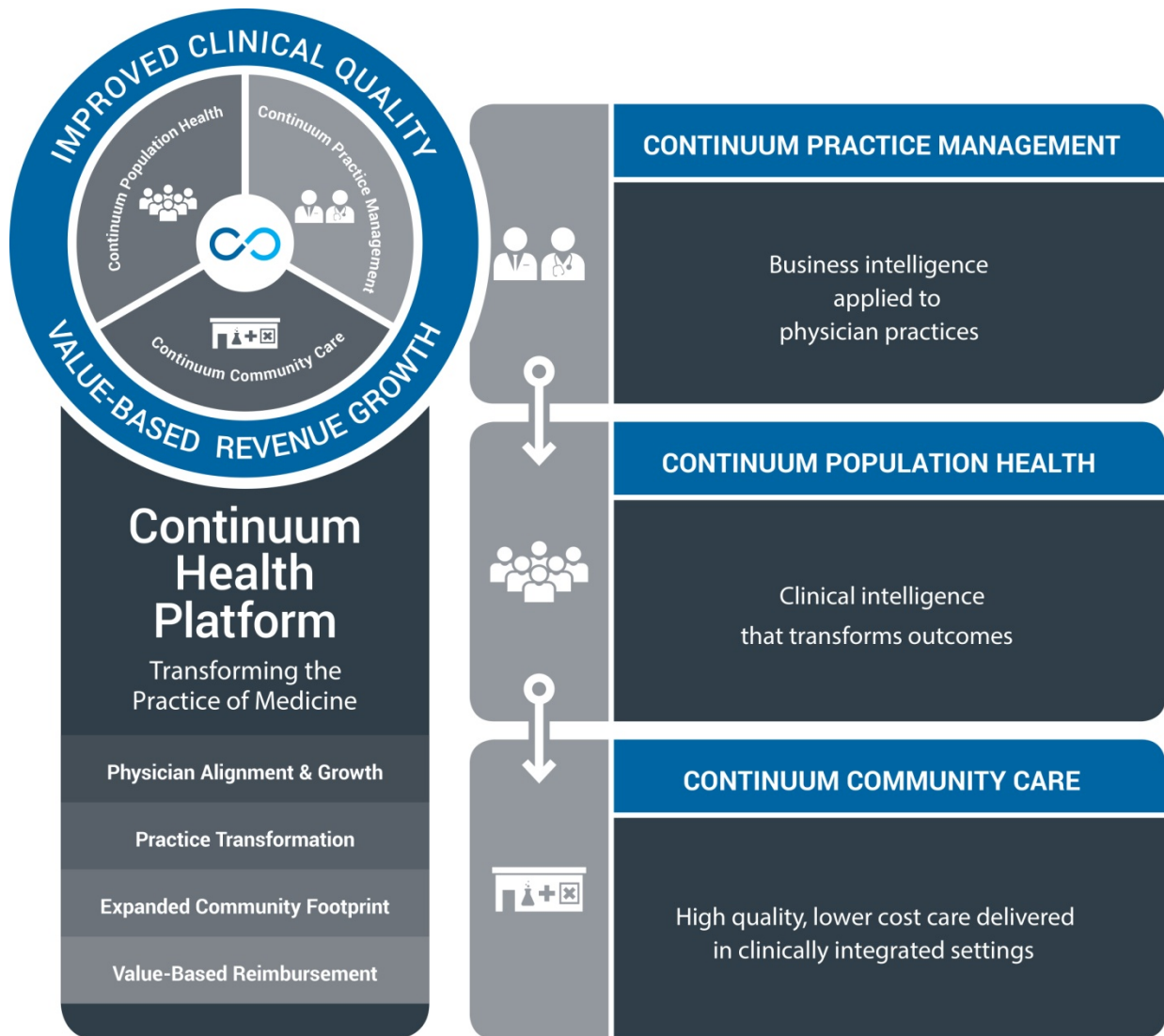
"Our new brand and service platform reflect the changes we have implemented to better serve the needs of our clients at an exciting and challenging time in our industry," explained Continuum President Christopher Olivia, MD. "As healthcare's focus shifts to value over volume, providers need partners with proven clinical and business expertise in the ambulatory environment – from a physician's office or urgent care center to a patient's home. Continuum's new brand identity emphasizes the company's unique ability to create meaningful change for our healthcare clients and patients."

For instance, Continuum recently helped a group of 23 primary-care practices reduce costs by 13 percent, lower inpatient admissions by 9 percent, and decrease emergency-department visits by 8 percent.

Feb. 12, 2014 / page 2

Continuum’s expertise in population health management is especially noteworthy as a key means for meeting **Affordable Care Act** requirements. (Population health management involves tracking and intervening to improve the health of specific patient populations, such as diabetics or those with high blood pressure. Continuum received a 2013 Marcum Innovation Award for Business Management / Population Health Management Services.) Continuum’s innovative Community Care Services help develop and manage ambulatory care programs that excel in quality while lowering costs.

John M. Tedeschi, MD, founded Continuum’s predecessor company in 1998 to help physicians manage their practices and improve quality of care. In the coming months, the company will announce several key initiatives and joint ventures made possible by the new Continuum Health Platform, displayed below:



Feb. 12, 2014 / page 3

About Continuum Health Alliance

Continuum Health Alliance, LLC, is an ambulatory care services company based in Marlton, N.J. It provides a proprietary managed platform for practice management, population health management, and community care. The company offers proven, strategic business and clinical solutions empowering medical providers to enhance patient access and experience, improve health and lower costs. Continuum serves 1,000+ primary care physicians, specialists and nurse practitioners. Clients benefit from the expertise of more than 400 highly experienced medical and business professionals who have demonstrated success in assisting clients in over 300 medical offices and hospital locations. Continuum excels in customizing ambulatory solutions for clients ranging from Advocare, LLC—one of the nation’s largest, physician-owned, multi-specialty medical groups—to independent and hospital-based physician practices, hospitals and health systems, and other healthcare enterprises.

To learn more about Continuum Health Alliance, please call 856-782-3300, ext. 1026, or visit www.challc.net.