

## Health Plan of Michigan, Vital Data collaborate on patient outcomes

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DETROIT – Health Plan of Michigan, a provider of Medicaid health plans serving approximately 175,000 residents, has agreed to a new partnership with Vital Data Technology.

The purpose of this new partnership is to provide clients of Health Plan of Michigan with MyVitalData PlanLink, a service with tools and applications designed to provide patient-specific, historic health information at the point of care.

“As one of our state’s larger Medicaid health plans, we face a unique set of challenges in serving our member population - many of whom don’t have established primary care physicians, don’t schedule annual screenings or other recommended wellness services, and often use emergency departments for non-emergent care,” says David B. Cotton, MD, president and CEO, of Health Plan of Michigan. “We believe MyVitalData PlanLink increases our ability to address these and other issues, complementing our commitment to provide the residents of Michigan with the best possible medical services available.”

Health Plan of Michigan is looking to use MyVitalData PlanLink to gain access to Vital Data Technology's MyVitalData consumer platform. The online application connects essential health information to a network of emergency care personnel.

With access to MyVitalData PlanLink, Health Plan of Michigan expects to assist members in receiving high-level emergency care, engage in disease management and improve on care and follow-up care compliance.

“A key driver of change to our healthcare system will be the development and implementation of technologies capable of delivering not only a return on a financial investment, but more importantly, long-term benefit to the health and wellness of patients and our healthcare system,” said Matthew D’Ambrosia, president and chief executive officer of Vital Data Technology.

“We are committed to providing health plans such as Health Plan of Michigan with a multi-faceted service to address factors in today’s healthcare environment including an aging population, inadequate patient data connectivity and a general lack of patient engagement in the management of their own health.”