



MEDICA.

Medica Partners with CaringBridge to Connect Families and Friends When Health Matters Most

Eagan, Minn. (Jan. 26, 2011) — CaringBridge today announced a partnership with Medica to help people experiencing a significant health challenge stay connected to their family and friends. CaringBridge is a nonprofit providing free websites that help people easily share health news and receive support during health challenges such as cancer, premature birth and serious injury. Medica is a Minnesota-based health care services company providing healthcare coverage to nearly 1.6 million members.

“We are thrilled to partner with Medica,” said Sona Mehring, founder and CEO, CaringBridge. “They touch the lives of so many people during a health journey and by recommending CaringBridge they can help make that health journey easier.”

Personal CaringBridge websites save time and emotional energy by centralizing communication and simplifying the task of updating everyone during a health challenge. Each CaringBridge site is unique – authors select their website design and add health updates and photos to share their story while visitors leave messages in the guestbook, creating a network of support.

In a 2010 survey of CaringBridge users, 91 percent of patients agreed that using CaringBridge helps make their health journey easier. In addition, 88 percent of patients agreed that having a CaringBridge website positively impacts their healing process.

“CaringBridge is a very useful way for patients and the families and friends of patients to keep in touch during times of medical crisis and recovery,” said Dr. Kevin Ronneberg, Medica medical director. “I have recommended it in my practice as emotional support and a practical aide to people dealing with a challenging health issue. I am excited that Medica has partnered with CaringBridge to make our members more aware of it.”

Founded in 1997, more than 250,000 CaringBridge websites have been created. For more information visit www.CaringBridge.com/.

About CaringBridge

CaringBridge provides free websites that connect people experiencing a significant health challenge to family and friends. Its mission is to amplify the love, hope and compassion in the world, making each health journey easier. The free service is made possible by the generosity of donors. For more information, visit www.CaringBridge.org/.

About Medica

Medica is a health care services company headquartered in Minneapolis and active in the Upper Midwest. With nearly 1.6 million members, the nonprofit company provides healthcare coverage in the employer, individual, Medicaid, Medicare and Medicare Part D markets in Minnesota and a growing number of counties in North Dakota, South Dakota and Wisconsin. Medica also offers national network coverage to employers who also have employees outside the Medica regional network.

Medica has the highest accreditation status, Excellent, from the National Committee for Quality Assurance (NCQA®) for its Minnesota Medicaid HMO plans and commercial health plans in Minnesota and North Dakota. Medica's vision is to become the community's health plan of choice, trusted for its integrity, respected for its service, and admired for its commitment to innovation and efficiency. For more information, visit www.medica.com.

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