

## MEDIA ADVISORY

### QLIANCE® TO SHARE RESEARCH SHOWING IMPACT OF 'DIRECT PRIMARY CARE MEDICAL HOME' MODEL AT CONGRESSIONAL BRIEFING

*Data Shows Improved Quality of Care, Significant Cost Reductions Associated with Flat-Fee Primary Care*

**WHAT:** Qliance Medical Management Inc., which operates insurance-free direct primary care clinics – also known as 'direct primary care medical homes' – in Washington State, will participate in a briefing on Capitol Hill, hosted by the Partnership to Fight Chronic Disease, highlighting health care delivery system reform efforts being made in the states that are supported by the Patient Protection and Affordable Care Act.

Qliance will present proprietary utilization impact data from its patient base in Washington State, illustrating the significant downstream cost reductions that result when the direct primary care model is implemented and quality of care improved. For example, non-Medicare Qliance patients experienced 62% fewer emergency room visits in 2009 than the benchmark for the region. Qliance patients also experienced 26% fewer hospitalization days, 55% fewer specialist referrals, 48% fewer advanced radiology visits, and 73% fewer surgeries. What's more, Qliance patients and employers that utilize Qliance as part of their health care report savings of up to 50% from traditional insurance models.

**WHEN & WHERE:** Friday, September 24, 2010, 11:30 a.m. – 1:30 p.m., Capitol Visitor's Center: SVC 209-09. Located on the East side of the U.S. Capitol, at First Street and East Capitol Street, NE.

#### **WHO:**

- **Erika Bliss, MD, FAAFP, Vice President of Medical Care and Quality, Qliance Medical Management, Inc.**, and a practicing physician with Qliance Medical Group in Seattle, Wash., will provide a description of Qliance's direct primary care medical home model, the provisions in the health reform bill that support it, and what it means for patients and employers in Washington State and across the country. Dr. Bliss will also present data showing the impact of this model on cost reduction while improving quality of care.
- **Norm Wu, co-founder and CEO of Qliance Medical Management, Inc.**, will also attend the briefing.

Dr. Erika Bliss and Norm Wu are available to preview the research and discuss Qliance and direct primary care medical homes in greater detail immediately prior to/after the briefing or at alternate times and locations in the DC area Sept. 23 and 24. Please contact Laura Lowery, 206-799-5604 to schedule an interview.

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**MEDIA CONTACT:** Laura Lowery, 206-799-5604, [laura.lowery\[at\]lyon-share\[dot\]com](mailto:laura.lowery@lyon-share.com)

#### **ABOUT QLIANCE MEDICAL MANAGEMENT:**

*Qliance Medical Management was founded in 2006 and provides operating and management services to Qliance Medical Group of Washington PC, which operates clinics under the Qliance brand. Qliance offers people of all ages and incomes unrestricted access to all types of primary, preventive and chronic illness care for one monthly membership fee, ranging between \$44 and \$129, depending on age and service level (e.g. whether hospital rounds are included). The company does not exclude anyone for pre-existing conditions and offers 30- to 60-minute same- and next-day appointments, 7 days per week. Through Qliance, patients and employers are getting exceptional care and saving up to 50 percent on comprehensive health care costs when bundled with a lower-premium insurance plan. For more information, visit [www.Qliance.com](http://www.Qliance.com).*