



### **For Immediate Release**

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## **PATIENT CARE AND BUSINESS HEALTH CARE GROUP ANNOUNCE PARTNERSHIP**

**MILWAUKEE (August 17, 2007)** – Patient Care, a national advocacy and healthcare consumerism company, and the Business Health Care Group (BHCG) have entered into a multi-year partnership to assist BHCG members in becoming better healthcare purchasers and in navigating the health care system.

Patient Care and BHCG already have a significant presence in the market in Southeastern Wisconsin. Both organizations work with employers to manage healthcare costs more effectively.

“Our members are interested in lowering their healthcare costs through multiple efforts, one of them being improving the healthcare purchasing behavior of their employees and their employees’ families,” said Dianne Kiehl, executive director of BHCG. “Patient Care has demonstrated an ability to assist consumers across the United States with their healthcare decisions and provide assistance with issues related to their health benefit program. We are very excited to be working with them to support our members’ healthcare strategies.”

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“Employers who participate in the Business Health Care Group already provide Web-based tools to their employees so that they can better understand the healthcare and insurance systems and their choices,” said Jane Cooper, president and CEO of Patient Care. “Patient Care Advocates provide an additional level of advocacy, communication and education — all focused on the employee’s specific situation.”

In addition to its new partnership with the Business Health Care Group, Patient Care has added several new clients: Brady Corp., headquartered in Milwaukee; Organic Valley, headquartered in La Farge, Wis.; and Boart Longyear, headquartered in Salt Lake City. Patient Care's will expand staff at its Milwaukee headquarters in response to its growth.

Patient Care is a national advocacy company that helps employees navigate the healthcare system and become better healthcare consumers. The company serves over 140,000 members in all 50 states. Clients include Harley-Davidson Motor Company, Coors Brewing Company, Briggs & Stratton and Midwest Airlines. The company's Web site is [www.patientcare4u.com](http://www.patientcare4u.com).

Business Health Care Group is a membership organization of more than 500 employers and employer groups in the 11-county region of Southeast Wisconsin. BHCG and its members share the common goals of moving the healthcare market through innovative action and partnering for effective change. More information is available at [www.businesshealthcaregroup.org](http://www.businesshealthcaregroup.org).

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