



THE NATIONAL INSTITUTE OF WHOLE HEALTH

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FOR IMMEDIATE RELEASE

National Institute of Whole Health & Patient360 Partner to Develop Best Practice Pay for Performance Model

April 2, 2006, Wellesley, MA & Ebensburg, PA — The National Institute of Whole Health (www.niwh.org), pioneers of Whole Health Education® and Whole Person Care and Patient360, providers of medical technology and education that improves health care quality while reducing cost, today announced they have joined forces to develop an educational model for “pay for performance” initiatives now being implemented by insurance carriers for medical practice payments. Developed to satisfy the growing need for best practices in Pay for Performance, this patient education model is designed to reduce healthcare costs for both health insurers and the Federal government and will soon be piloted at a Boston area medical facility.

A relatively new concept in the business of medicine, Pay for Performance is a means for third party payers and the government to reward medical practitioners for excellence in care. In 2005, Medicare launched a study to examine the effectiveness of Pay for Performance models, which includes the electronic storage of patient data, tracking of patient values and conducting reports and rewarding practices with the best performing patients. It is expected that within the next three years such programs will be mandatory.

“By combining Patient360’s sophisticated database technology, which generates patient report cards and our educational model which involves our Whole Health Educators, educating patients about their particular health concern and changing behavior, we have developed a best practice model which we believe will have an optimal outcome,” said Dr. Georgianna Donadio, founder and director of the National Institute of Whole Health.

Founded in 1977, the National Institute of Whole Health provides evidence-based education delivered in a relationship-centered, supportive learning environment. This approach integrates the most current medical research with the wisdom of various spiritual teachings and a natural outlook on healing, all of which are centered on integrity and compassion. NIWH curriculums are endorsed and approved by numerous national associations, including the American Nurses Association, the National Association of Social Workers and the American Holistic Nurses Association. NIWH’s programs provide health and medical professionals with the skills and knowledge to improve their relationships and care to their



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patients. The program is ideal for all providers and caregivers desiring to offer more than symptom-oriented care to patients.

For the patient, Patient360 helps their doctors deliver excellent education and helps patients to better understand their conditions, in the process strengthening the doctor-patient relationship and transforming information into knowledge. For the physician, Patient360 provides a complete educational, focused E.H.R. and practice management system including lectures, Medical Report Cards, Member Quizzes, and interactive functions of the Patient 360 Database.

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About the National Institute of Whole Health

Founded in 1977 and headquartered in Wellesley, MA, the National Institute of Whole Health (NIWH) produces evidence-based, relationship-centered curriculums, which integrate current scientific and medical research, with the wisdom of various spiritual teachings and a natural outlook on healing, all centered on integrity and compassion. NIWH's offerings include a Norman Cousins Award nominated Best Practice model – the Whole Health Education® certification program, a Whole Health Educator™ program for Nurses, endorsed by the American Holistic Nurses Association as well as associated programs for social workers, CAM practitioners, coaches and individuals which can be completed in-person or as self-study. Recognized by leading medical experts as the pioneers of Whole Health Education®, the school has instructed thousands of students with varying occupations from all over the U.S. For more information, visit www.wholehealtheducation.org or call (888) 354-4325.

About Patient360

Patient360 provides health care performance tools with a focus on patient medical education and information management. Patient360 is designed to benefit patients, doctors, insurance companies and the government. Patient360 helps doctors teach their patients about health and disease. Patients attend seminars given by their own doctors and learn about preventing disease progression and restoring health. By gaining knowledge and building wisdom, patients make better lifestyle choices. By creating healthier healthcare consumers, Patient360 leads to better health care quality at a lower cost. Patient360, bring healthcare full circle. For more information, visit www.patient360.com.

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