



FOR IMMEDIATE RELEASE

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The Hughston Clinic Selects North Star Health's Innovative Multi-year Health Benefits Strategy

ATLANTA, March 5, 2007– The Hughston Clinic, a large Orthopaedic medical practice located in Columbus, GA, has partnered with North Star Health to administer an innovative multi-year approach to medical benefits. "North Star Health uniquely addressed our cost and quality frustrations. Their clients had demonstrated long-term cost control by rewarding positive behavior change in the entire member base, not just the employees. This behavior change targets preventing illness before they become more serious," said Sani Mirza, the CEO of Hughston Clinic.

The plan, called Roadmap to Better Healthsm offers all Hughston Clinic members a lower out of pocket plan called Healthy Choice including 100% coverage for all wellness and preventive care. Members remain enrolled in the plan as long as they adhere to nationally recognized preventive care guidelines during the plan year. If they are non-compliant, then the member is moved to a higher cost sharing plan design.

"It is quite simple and statistically proven, if a family routinely receives quality care, then all parties will benefit from improved health status and lower out of pocket expenses. Albeit simply stated, NSH's technical ability to monitor member-level laboratory, prescription, medical and clinical claims data against national standards is unmatched," said Paul Davis, MD the Chief Medical Officer of North Star Health.

"The North Star Health team deployed an extensive, proactive and ongoing communication plan to educate our members. Employee feedback and enrollment has been very positive and we are looking forward to significantly improved member health and lower overall medical costs," said Mirza.

ABOUT THE HUGHSTON CLINIC

The Hughston Clinic is an Orthopaedic specialty medical practice based in Columbus Georgia and an internationally recognized center of excellence for Orthopaedic Sports Medicine and Total Joint Arthroplasty. Founded in 1949 by senior partner Jack C. Hughston, the clinic now numbers 19 orthopaedists practicing in 7 satellite offices in Georgia and Alabama, offering advanced level practitioners in every subspecialty of orthopaedic surgery. The main campus in Columbus Georgia also includes a freestanding foundation devoted to research and education. For more information, please visit www.hughston.com or contact (800) 331-2910.

ABOUT NORTH STAR HEALTH, INC.

North Star Health (NSH) is an Atlanta based health management company offering large employers an innovative health benefit program designed to offer multi-year cost containment. The heart of its program is a unique combination of incentive-based plan design and proactive wellness/preventive care. For more information, please visit www.northstarhealth.com or call (800) 936-1434.