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**FOR IMMEDIATE RELEASE**

**NORTHERNBRIDGES SELECTS VESTICA HEALTHCARE AS ADMINISTRATIVE AND  
TECHNICAL SUPPLIER**

**Mequon, Wis. — January 7, 2009** – NorthernBridges, a publicly owned managed care organization that provides the Wisconsin Family Care Benefit to members in the northwestern region of the state, has selected Vestica Healthcare, LLC to provide administrative and information technology services for claims processing, customer support, and care management operational activities.

John T. McMahon, CEO of NorthernBridges, summarized the selection process by saying, “NorthernBridges evaluated all system and administrative options as part of our operational decision-making process. We insisted on a fully integrated system, with both care management and the business aspects of the system working jointly. This reduces errors and delays and drives a higher level of care for the members we serve. Vestica’s platform, the Wonderbox Technologies Enterprise System, also has fully integrated web portals for member and provider servicing, another core requirement of NorthernBridges’ evaluation process.” McMahon adds, “As a new managed care program devoted to member-centric care, the ability to create innovative, incentive-aligned reimbursement strategies with local providers was another fact which attracted us to Vestica.”

“Having a fully integrated business and clinical system has always been a top priority for NorthernBridges,” states Jason J. Kohl, Chief Operations and Strategy Officer. “Vestica Healthcare provides us with technology that is web-based and cutting-edge, which is perfect for organizations like ours with stakeholders located in various places. As our business continues to grow in Family Care membership, Vestica’s software platform will continue to evolve, keeping us current with the latest technology advantages. We are excited about starting our operations with the best platform available in the industry.”

“We are honored to be working with John, Jason, and the rest of the staff at NorthernBridges,” says Greg Borca, CEO of Vestica Healthcare. “By partnering with Vestica, a proven winner in the claims processing, customer support, and encounter reporting arenas, NorthernBridges will be extremely successful in both care management and claims administration because the information for both business segments will be shared in real time, allowing care managers to make the best member-centered decisions possible.” Borca adds, “Additionally, NorthernBridges can maintain their own service provider network, including both medical and family-support providers, using the web-based tools Vestica Healthcare provides.”

The State of Wisconsin has awarded NorthernBridges with a Letter of Intent to Contract to offer Family Care in northwest Wisconsin beginning in May 2009. The model offers members the social and health supports they need to live at home or in a community-based group setting. To qualify for Family Care services, people must meet certain functional and low-income requirements.

#### **About Vestica Healthcare**

Since 1998, Vestica Healthcare, LLC has delivered state-of-the-art administrative services and solutions to MCOs (Managed Care Organizations), health plans, government organizations, TPAs (Third-Party Administrators), and self-insured groups. Our world-class solutions include comprehensive claims management, enrollment, eligibility, encounter reporting, customer service, case management, and financial reporting. Vestica Healthcare, a privately held company, is based in Mequon, Wis., a suburb of Milwaukee. For more information about Vestica Healthcare, visit our website at [www.vestica.com](http://www.vestica.com).

#### **About NorthernBridges**

NorthernBridges is a managed care organization offering long-term care services to elders and adults with disabilities. Within two years, the organization will employ 250 people, contract with over 1,000 providers, and serve 3,500 members. In May 2009, NorthernBridges will begin providing the Family Care Benefit to eligible adults who reside in the counties of Ashland, Barron, Bayfield, Burnett, Douglas, Iron, Polk, Price, Rusk, Sawyer, and Washburn. For more information about services or employment, visit [www.nwfamilycare.com](http://www.nwfamilycare.com).

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