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## **Illumination Medical, Inc. CMO Testifies on Benefits of Involving Community Pharmacist in Disease Management**

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Sacramento, California (November 16, 2004)– Illumination Medical Inc., a medical benefit consulting firm specializing in strategic development of disease management programs, announced that David Gibson, Chief Medical Officer, testified before the Assembly Budget Subcommittee on Health and Human Services on November 8, 2004 to discuss the benefits of involving community pharmacists in targeted disease management. “Chronic disease management applied to a broad population, without advanced analysis of paid medical and pharmacy claims data for a beneficiary pool, has not been demonstrated to reduce costs or improve quality,” said Dr. Gibson.

Chronic diseases take an enormous toll on the health and well-being of individuals, accounting for the most prevalent, costly and preventable health problems. Chronic diseases cause major limitations in daily living for one out of every ten Americans and collectively account for 75% of the nation’s \$1 trillion spent on healthcare each year. The most effective way to apply disease management practices to chronic disease states is through analysis of paid medical and pharmacy claims. Illumination Medical, Inc. delivers predictive modeling data to community based, consulting pharmacists for follow through.

Health plans can no longer function in the future as they have in the past. Remaining a passive payer within the current healthcare system is not an option. Health plans are now adding medical consultant advisors to their administrative infrastructure. Illumination Medical, Inc. assigns physicians and pharmacists to focus on the evolving medical liabilities facing a health plan. Dr. Gibson stated, “Given the fact that the pharmacy lies at the core of quality healthcare today, the inclusion of a pharmacist in consulting support for a health plan is indispensable for the future of healthcare.”

About Illumination Medical, Inc.

Illumination Medical is a medical benefit consulting firm specializing in strategy development and application for implementing a common sense approach to disease management. Using technology combined with the expertise of medical professionals, Illumination targets the high-risk member populations within a health plan and customizes a proactive intervention strategy and benefit design structure that coordinates and integrates local health care and community assets with the members who need help most. For more information about Illumination Medical, Inc., visit [www.illuminationmedical.com](http://www.illuminationmedical.com).

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