

***FOR IMMEDIATE RELEASE***

**The Alliance Wins Annual Quality Award  
*For Outstanding Transparency and Quality Efforts***

MADISON, Wis. (March 26, 2008) — The Alliance was recently awarded the Annual Quality Award by the Florida Health Care Coalition (FHCC) for outstanding efforts in promoting transparency and quality in health care.

The award was being presented to The Alliance for its work in these areas, including the following initiatives:

- *QualityCounts*<sup>™</sup> ([qualitycounts.org](http://qualitycounts.org)) — a comparative report on hospital quality and cost performance that helps Alliance members and their employees make wise and cost-effective health care decisions. CEO Cheryl DeMars presented a session on *QualityCounts* at the FHCC conference.
- Pay for Performance — also known as Performance-Based Reimbursement or Quality-Based Purchasing, is a strategy that compensates providers delivering higher quality care by paying them more than those that do not provide the same level of care. In doing so, it gives providers an incentive to improve the quality of care and provide the right care the first time.

As an employer-owned and directed cooperative, The Alliance uses its collective role as a purchaser of health care to drive transformation and create a market that recognizes and rewards high quality, safe care at an affordable price.

The award was accepted by CEO Cheryl DeMars at FHCC's 15th annual national conference, *Using Transparency as the New Building Block for Benefit Design and Quality Improvement*, in Orlando, Fla., March 5.

“It is a great honor to be recognized for our quality and transparency initiatives and for providing clear and understandable information to help consumers make informed choices about their health,” said DeMars.

###

The Alliance is an employer-owned, not-for-profit cooperative that pools the purchasing power of participating employers and helps them manage the total cost of ensuring the health and well-being of their workforces. Based in Madison, Wis., The Alliance serves more than 160 member employers that provide coverage to more than 83,000 employees and dependents.