



**For Immediate Release**

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## **myRegence.com Earns Outstanding Website in Health Care WebAward**

*Innovative site allows members to check claims status, rate doctors and much more*

PORTLAND, Ore. – myRegence.com, Regence’s innovative Web site designed to help members learn how to become more accountable for their health and better navigate the health care system, was named an Outstanding Web site in the Health Care Industry division of the Web Marketing Association WebAwards 2008.

More than 2,400 Web sites representing 47 countries in 96 categories entered the contest with each site being scored in seven categories. Regence’s website, myRegence.com, scored a 64.5 out of a possible 70 points. Sites were judged by a panel of independent Internet experts.

One judge wrote: "10's across the board! I enjoyed the layout, design and found the site very easy to navigate and interactive. The videos were superb and well done. GREAT WORK!"

“The international WebAward competition is one of the premier website award programs today,” said Will McKinney, vice president of Consumer Directed Health Systems for Regence. “We’re pleased that the panel would look favorably at not only the design and layout of the site but also at the content which is geared toward members taking charge of their own health.”

Regence envisions a transformation of the health care system where information and empowerment are more important than ever to health care consumers.

myRegence.com, powered by The Regence Engine, is designed to help advise members on health care and lifestyle options, navigate them through the health care system, and reward those who make healthier choices. Through myRegence.com, members can find all their health and wellness related resources in one place. They can start to become to

become more involved in their own health care through education, transparency of information and choice by discovering interactive tools to research treatment options, cost-quality comparisons of hospitals, wellness programs and activities and incentives for making healthy lifestyle choices.

The Web Marketing Association was founded in 1997 to help set a high standard for Internet marketing and development of the best websites on the World Wide Web. Staffed by volunteers, this organization is made up of Internet marketing, online advertising, PR, and top web site design professionals who share an interest in improving the quality of online advertising, internet marketing, and website promotion.

### **About Regence**

Regence is the largest health insurer in the Northwest / Intermountain Region, offering health, life and dental insurance. Regence serves three million members as Regence BlueShield (selected counties in Washington), Regence BlueCross BlueShield of Oregon, Regence BlueCross BlueShield of Utah and Regence BlueShield of Idaho. Each health plan is a not-for-profit independent licensee of the Blue Cross and Blue Shield Association. Regence is committed to improving the health of our members and our communities, and to transforming our health care system. For more information, please visit **[www.regence.com](http://www.regence.com)**.

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