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FOR IMMEDIATE RELEASE

Cody Consulting partners with Medica to enhance health plan's service to 150,000 Medicare members

TAMPA, Fla. (May 15, 2014) — In a move to provide its 150,000 Medicare members with more accurate and efficient communications, Minnesota-based health plan Medica has partnered with Cody Consulting, a national healthcare consulting firm based in Tampa, Fla.

Medica will be implementing Cody Consulting's proprietary software, CodySoft[®], to enhance the health plan's marketing communications and compliance efforts.

CodySoft[®] – which is the only project management and compliance tool specifically designed for health plans – will enable Medica to achieve greater efficiency in collateral creation and development, reduce the possibility of errors, and ensure materials are compliant with regulations set forth by the Centers for Medicare and Medicaid Services (CMS).

“We are excited to partner with Cody Consulting,” said Carolyn Ringhofer, Director of Product Development. “Their expertise in member material software and communications consulting will be a valuable resource to Medica's plans.”

Cody Consulting works with health plans throughout the country to cut costs and increase efficiencies. The firm is particularly skilled with enhancing the marketing collateral management process and navigating federal- and state-dictated compliance issues.

“Health plans operate in a tremendously complex environment, and creating and developing highly regulated materials, especially the ANOCs and EOCs, can be really difficult,” said Deb Mabari, MBA, chief operating officer of Cody Consulting. “We're looking forward to our partnership with Medica and are confident CodySoft[®] is going to remove a lot of the heavy lifting for them.”

About Cody Consulting: Cody Consulting works with government-funded and commercial health plans to maximize efficiencies throughout the organization. We help clients strategically integrate operations by streamlining marketing communications; improving regulatory compliance; assisting with Business Process Outsourcing; and offering organizational design/executive search assistance. Our proprietary suite of software, CodySoft[®], is specifically designed for health plans. www.codyconsulting.com

About Medica:

Serving about 1.5 million members, Medica is a health insurance company headquartered in Minneapolis and active in the Upper Midwest. The non-profit company provides health care coverage in the employer, individual, Medicaid, Medicare and Medicare Part D markets in Minnesota and a growing number of counties in North Dakota, South Dakota and Wisconsin. Medica also offers national network coverage to employers who also have employees outside the Medica regional network. Medica's vision is to become the community's health plan of choice, trusted for its integrity, respected for its service, and admired for its commitment to innovation and efficiency.

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