

## PRESS RELEASE

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### **HEALTH AND WELLNESS STRATEGISTS POINT TO BIG DATA FOR LOWERING EMPLOYEE HEALTHCARE COSTS**

***In the Wake of Healthcare Reform, Med-Vision's Connie Gee Reminds Employer Groups, HR Professionals, and CFOs that "Wellness Won't Work, When You're Doing it Wrong."***

**Sept. 12, 2013 (Tampa, Fla.)** – As the healthcare landscape rapidly changes, [Med-Vision LLC's](#) strategic wellness experts are focused on helping employers understand the role that big data is playing in mitigating health-plan risks while lowering employee healthcare costs.

To spread awareness, Med-Vision's vice president, Connie Gee, was a featured presenter recently at the W3 University – Annual Benefits Seminar, presented by Wallace Welch & Willingham in Tampa. Over 150 business owners, human resources professionals, and CFOs took notes during her workshop, titled "Wellness Won't Work, When You're Doing It Wrong," which included tips on how to achieve higher levels of performance of a wellness mission.

Gee's experience includes over 20 years in the development of health promotion programs for major hospitals, school districts, government agencies, and corporations. Her role at Med-Vision consists of analyzing health-plan data and determining actionable solutions for enhancing employee wellness programs while lowering healthcare costs.

"When it comes to customized wellness programs to produce healthy outcomes, it is essential to take into account the economical and organizational logic along with the actual employee healthcare data," said Gee, who utilizes Med-View, a proprietary healthcare-data analytics tool. "Big data holds the key to cutting costs, improving care, and increasing productivity.

The term "big data" refers to a large, complex collection of data sets that are impossible to process using the last century of traditional data-processing and querying technologies. A creation from the leading software-developers at Deerwalk, Med-View is a dynamic healthcare-analytics, rapid-search tool based on the same open-source technology that lies behind leading consumer web applications, like Amazon. ([Search MedVisionLLC on Youtube for a featured video on "Big Data"](#)).

"Med-View's big data and analytics capabilities provide insights into clinical data, lab data, disability claims, and the list goes on," added Gee. "The technology scrubs data and produces reports to help employers gain control over health-plan performance and optimize wellness program efficiency."

In addition to improved population-health management, access to HIPPA-compliant reports and expert insights allow employers to anticipate and respond to changes, as well as to better align operations with the organization's financial objectives, efficiency, and staffing needs.

**About Med-Vision LLC:** Founded in 2005, Med-Vision ([www.med-vision.com](http://www.med-vision.com)) delivers health plan risk management and wellness strategies to help employer groups achieve optimal employee health and productivity. In 2012, Med-Vision launched a proprietary healthcare data analysis tool, Med-View ([www.med-view.net](http://www.med-view.net)), to help employers identify and mitigate health risks. The firms cater to self-funded employer plan sponsors and impacts health plan members across the nation. Med-Vision has helped corporations, healthcare facilities, municipalities, and school districts to reduce risk, reverse trends, and decrease healthcare costs while increasing quality of care for their employees.

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