

Former gubernatorial candidate launches
health benefits company in New Jersey
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A new health benefits company was recently launched in New Jersey by Doug Forrester, who lost the 2005 governor's race to Jon Corzine. Integrity Health is designed for the public sector, including small businesses and unions, according to a report in The Record.

Forrester's plan differs from traditional public sector insurance plans in that employers receive claims information, without employees' privacy being violated, showing what health issues are most expensive for the company. In addition, the plan focuses heavily on preventative care, including sending participants reminders about screenings and tests, reports said.

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Forrester founded the company after his 17-year-old daughter needed high-risk brain surgery after suffering a brain injury; she was also later diagnosed with Hodgkin's disease, requiring chemotherapy and radiation. The family was forced to hire a professional to deal with the "unfathomable bills" that came in from dozens of health care providers. Forrester wanted to

"improve how health plans work," and designed Integrity Health to be an advocate for its members, promoting access to the care they need and communicating with them in plain language, according to a history of the company on its Web site.

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Before going to the doctor, plan members can print out "boarding passes" that include customized information about recommended tests, available benefits, in-network labs and pharmacies and how to get to the doctor's office, according to the paper.

Before running for governor as a Republican, Forrester founded Heartland Fidelity Insurance Co. and Benecard Services Inc., a pharmaceutical benefit company, neither of which he currently owns.

To learn more, please visit www.IntegrityHealth.com