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Forrester's firm

By Angela Stewart

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New Jersey businessman and former gubernatorial candidate Doug Forrester has launched a health benefits management company focused on serving the needs of public-sector employers, such as school districts and municipalities.

Forrester said the Princeton-based firm, called Integrity Health, will bring "financial transparency" and effective delivery of early care to the public-sector market, something he contends has not been done "particularly well."

"It became clear to me that a lot of health benefit manager programs have lost sight of what the basic purpose is," he said. "The philosophical purpose of a health plan is to make people well."

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Forrester, a Republican who served as director of pensions for New Jersey state government from 1984 to 1990 and assistant state treasurer under Gov. Tom Kean, said his company is looking to revolutionize the way healthcare is managed.

"You have to be able to win the confidence of the employees so they will start to take advantage of early care initiatives," he said. "It is far less expensive to deal with individuals early, rather than pay for invasive treatments later that are much more expensive. There is very, very little attention given to that in the public sector."

The company, which counts the Toms River school district among its clients, also proposes to streamline the healthcare billing and claims resolution process, while providing a detailed reporting of how healthcare dollars are spent.

"With our claims transparency platform, patients and employers alike have all of this information in an easy-to-read format right before them," Forrester said.

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