



## Press Release

*For release on May 13, 2009*

### **President Obama Cites Seattle-Based House Call Service as Health Care Innovation**

*Carena pioneered employer-based house call service model with Microsoft*

**(May 13, 2009) SEATTLE** – In a press briefing earlier today, President Barack Obama cited the medical house call program at Microsoft, provided by Seattle-based Carena, Inc., as a model for innovation in health care delivery.

President Obama said “You’ve got terrific innovations at companies like Microsoft, where they actually have used home visits of doctors to reduce the utilization of emergency room care and are saving themselves millions of dollars.”

The service, called Carena Urgent Care, helps employers reduce health care costs by avoiding unnecessary emergency room (ER) visits. Carena medical group physicians are available 24 hours a day, seven days a week to treat members’ urgent, but not life-threatening, health care concerns at home. Carena Urgent Care is a convenient, lower-cost option for weekends or after-hours, when a primary care physician is not available and an ER is the only option.

Board-certified family medicine physicians treat the member’s acute concerns, and provide comprehensive prevention, wellness and self-management education. House calls typically last about an hour and are about 33 percent less expensive than a comparable trip to an ER. After the visit, the doctor ensures the employee receives the follow-up care he or she needs from a primary care physician or specialist.

“Microsoft’s commitment to the health of its members and its culture of innovation have been an ideal match with our medical house call model,” said Ralph Derrickson, CEO of Carena. “With Carena it’s possible for employers to improve the overall health and productivity of their workforce while reducing the cost of health care at the same time. That’s never been more important than it is today.”

Since inception in 2000, Carena has delivered more than 20,000 house calls on behalf of employers seeking to reduce their health care costs and provide a quality option for care to their employees and members.

#### **About Carena, Inc.**

Carena, Inc. provides business-based health care solutions for the way we live and work today. The company has reinvented the model for on-site health care to help employers reduce direct costs, improve health outcomes, and increase employee productivity. Carena physicians and providers deliver care and education wherever and whenever required to meet the needs of both clients and members. More information is available via the Web site at [www.CarenaMD.com](http://www.CarenaMD.com).

#####

#### **CONTACT:**

John Williams, Scoville PR for Carena  
206-625-0075  
[jwilliams@scovillepr.com](mailto:jwilliams@scovillepr.com)