IPG Reaches Key Milestones in Nationwide Device Benefit Management Agreement with Aetna

The Associated Press

ATLANTA--(BUSINESS WIRE)--Oct 1, 2012--IPG, the leading nationwide provider of Implantable Device Benefit Management™ (DBM) solutions, is pleased to announce that in partnership with Aetna, they have reached some major milestones since their designation as Aetna's implantable DBM provider in May.

IPG and Aetna have substantially expanded implementation of the DBM program in Florida, South Carolina and Georgia. IPG will launch the program in North Carolina this month and is in discussions to execute the program in Aetna's West and Northeast markets, as a part of the nationwide agreement.

"We are excited to continue our partnership expansion with Aetna to deliver value to its members and patients in more markets," said Jay Ethridge, President and Chief Executive Officer for IPG. "As the only DBM company to demonstrate actuarially validated and proven cost savings, our partnership with Aetna is aligned to provide the essential data transparency, benchmarking, educational tools and best practices critical to reducing costs and improving quality." The IPG program has provided partners like Aetna with the ability to collaborate with their providers to an extent never seen before with this type of cost-cutting and quality initiative, as evidenced by a provider satisfaction rating of 95% maintained over a three year period. By streamlining the management and delivery of implantable devices and relieving the financial burden of the implant, IPG has made it simple and affordable for their facility partners to increase the mix and volume of surgical services, while extending best-in-class implant technology to physicians. To request Case Studies illustrating how these results were achieved, please visit www.ipg.com/contact.

Having recently earned the exclusive ranking of the Nation's Fastest Growing Private Companies in America by Inc. Magazine for the third consecutive time and receiving the elite 5th place ranking on Forbes' list of America's Most Promising Companies, IPG continues to expand their national footprint, contracted as the implantable device benefit management company for several major health plans nationwide, including Aetna, Cigna, Florida Blue and BCBSNC.

About IPG IPG is the leading provider of Device Benefit Management solutions, streamlining the management and delivery of implantable medical devices by working directly with health plans, clinical providers and facilities, and medical device manufacturers through its implantable Device Benefit Management program. IPG handles device coordination, billing, replacement, tracking and other services for participating providers in their health plan partner's ambulatory surgery center (ASC) and hospital network. The DBM program eliminates the complexity and the financial risks associated with the billing and reimbursement processes for providers, ensuring that patients receive innovative life-saving and life-enhancing

device-intensive medical therapies. For more information about IPG, call us at 1-866-753-0046, or visit us on the web at www.ipg.com.

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