# IPG Speaks at World Health Care Congress: Greater Use of Cost Transparency & Quality Metrics to Transform the Healthcare System

The Associated Press

ATLANTA--(BUSINESS WIRE)--Mar 18, 2013--IPG, the leading nationwide provider of implantable Device Benefit Management™ (DBM) solutions is pleased to announce their President and Chief Executive Officer, Jay Ethridge, will speak at the 10th Annual World Health Care Congress (WHCC) in Washington, DC. Ethridge will speak on, “Greater Use of Cost Transparency & Quality Metrics to Transform the Healthcare System” during the Market Insight session on Monday, April 8.

“There is a fundamental need for transparency and the ability to understand and control costs in the healthcare system,” said Jay Ethridge, President and CEO of IPG. “The industry needs unique solutions that bring buyers, insurers and providers together collaboratively to create alignment around costs and quality that tie directly back to the consumer. The WHCC is an ideal forum to share our proven and new strategies to effectively do just that.” IPG representatives will be available at booth #213 to demonstrate the company’s proven Device Benefit Management model and analytics platform (patent pending), designed to provide health plans with the data transparency and intelligence critical to reducing device spend and to drive higher quality, more affordable care. IPG is able to deliver a custom and detailed overview of the areas of key savings specific to each health plan related to implantable device spend. To request your customized savings analysis or to meet with us at the WHCC conference, please visit http://www.ipg.com/savingsanalysis/.

About IPG
As the Device Benefit Management (DBM) leader, IPG provides transparent end-to-end implant management and predictive analytical solutions, establishing the industry standard around cost, quality and safety to drive accessibility and affordability of care. The company has pioneered a unique DBM model which streamlines the management and delivery of implantable devices by working directly with health plans, clinical providers, facilities and medical device manufacturers. IPG delivers implant intelligence surrounding the overall cost and quality of healthcare being delivered, adding transparency and predictability of spend in tandem with the implementation of quality and safety metrics necessary to drive and reward best practices. Through collaborative partnerships that drive physician alignment, and employer and patient satisfaction, this approach ensures that patients receive increased access to affordable and 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.

About WHCC
WHCC gathers over 1,600 global health care, pharmaceutical, and employer executives and leaders in Washington, DC on April 8-10 to engage in keynote

presentations, debates, co-located Summits, case studies, and emerging trend Forums on the latest solutions to the issues facing the industry. Attendees will hear insights on health care policy from government officials to help with their long-term strategic planning while also gaining practical solutions from leading organizations to help your organization tackle issues with cost, quality and the overall delivery of care. To register, or access a copy of the full agenda, please visit www.worldhealthcarecongress.com.

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