HEALTHCARE HIGHWAYS EXPANDS INTO LOUISIANA WITH ACQUISITION OF VERITY HEALTHNET

The Colony, Texas, April, 2015 – Healthcare Highways, a developer and manager of PPO networks and customized health plan services has acquired 50% ownership in Verity HealthNet out of Baton Rouge, Louisiana, as part of the healthcare company’s acquisition efforts and expansion into Louisiana.

Founded in 2002, Verity HealthNet was designed to provide employers, providers and payers network partnership opportunities to drive business, manage healthcare costs and optimize choice for consumers. Today, the company serves more than 140,000 Louisiana members, and takes great pride in the relationships they have worked to establish over the years with valued clients and high quality providers.

As part of the company’s succession planning, the 50% of the organization owned by Joe Bonsignore, President/CEO, has been acquired by Healthcare Highways, headquartered in The Colony, Texas, effective April 16, 2015. The balance 50% ownership has been retained by General Health System (Baton Rouge General) out of Baton Rouge, Louisiana.

“I am pleased to continue serving as President of the company through a multiyear contract. I look forward to enhancing our business model by capitalizing on Healthcare Highways’ multi-state footprint, “best in class” vendor relationships, technology, and ability to develop and access customized health plan solutions, all focused on offering more choices and managing costs for our clients,” says Joe Bonsignore, President/CEO. “With no interruption in operations, personnel or leadership, this partnership will seamlessly enhance the value Verity provides to our clients.”

“We are excited about the acquisition and partnership with Verity HealthNet and Baton Rouge General. Verity has been a top quality, well-known and respected organization for many years, and we look forward to working collaboratively to expand our business and network throughout the state of Louisiana”, remarked Michael Wilson, CEO of Healthcare Highways.

He continued, “As the healthcare industry continues to evolve, Healthcare Highways is uniquely positioned to help employers, health systems and providers to capitalize and embrace inevitable changes. The combined knowledge and entrepreneurial spirit of both organizations creates an innovative model for delivering world class and cost effective healthcare.”

About Healthcare Highways
Healthcare Highways formed in 2010, is an innovative health plan partnered with providers, employers, payers and other strategic business relationships to develop and offer a real choice in the delivery of healthcare. We collaborate with “best in class” vendors to develop customized health plan solutions locally, regionally and nationally, to assist providers and employers in managing healthcare costs.

Visit www.healthcarehighways.com for more information.

About Verity HealthNet
Verity HealthNet is a Louisiana based progressive healthcare provider network offering self-funded employers, Third Party Administrators (TPA’s), and other managed care organizations a competitive, high quality, cost effective network throughout the state.

Visit www.verityhealth.com for more information.