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CuraLinc Healthcare and My Health and Money Announce Strategic Partnership

February 1, 2011. Chicago, IL. CuraLinc Healthcare announced a new partnership with My Health and Money (MHAM), a web-based service that offers employees and consumers one-stop shopping for better managing the cost of their healthcare. MHAM has selected CuraLinc Healthcare to provide behavioral health counseling and consultation for individuals who are enrolled in their Premium Plus membership plan. CuraLinc Healthcare will provide services both telephonically and through a web-based eCounseling platform.

MHAM is focused on providing individuals with high-deductible health plans educational tools and services to help them understand, manage and plan for their medical out-of-pocket expenses. "As patients become responsible for more of their medical costs, we show them how to stretch their healthcare dollars further so that they can continue to get the care they need," said Sarah Wilcox, President and CEO of My Health and Money. Solutions available through MHAM include: hospital and diagnostic test pricing data; pharmacy, dental and alternative health discount programs as well as savings on other goods and services; health and wellness educational information; peer-to-peer support and advice, and; access to physicians, nurses, and therapists.

"We are constantly looking to add services to our portfolio that offer members value, and help them take control of their healthcare expenses," said Wilcox. "The addition of CuraLinc Healthcare greatly increases the impact we can have in saving our members money while striving to maintain their health".

CuraLinc Healthcare will support the "Ask an Expert" service on MHAM, where members can receive guidance and advocacy for a wide array of behavioral health concerns. The program through CuraLinc will provide members with telephonic and web-enabled short-term therapy and, for members with acute mental health conditions, guide them to the most appropriate level of care.

"CuraLinc Healthcare and MHAM share a similar mission – we both want to guide members to the most cost effective and clinically-appropriate treatment for their condition. We look forward to our partnership saving participants – and their families – valuable time and money," said Brian Malinowski, LMFT, CEAP, Director of Account Services for CuraLinc.

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About CuraLinc Healthcare

CuraLinc Healthcare, a Chicago-based company, provides client organizations with a fully-integrated array of behavioral health and wellness programs which help individuals improve their physical and psychological well-being. For more information, please call 800.490.1585, email info@curalinc.com or visit the firm's website at www.curalinc.com.

About My Health and Money

My Health and Money (MHAM) is a Chicago-based company focused on helping patients reduce their out-of-pocket costs through savings, education, social networking and expert advice. The goal of MHAM is to build a savvy healthcare consumer community that has influence with providers and manufacturers, and a seat at the table when price is discussed. The MHAM website is located at www.myhealthandmoney.com.

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