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THE ALLIANCE NAMED A CONSUMER REPORTS HEALTH PARTNER

MADISON, WIS., July 7, 2014 — The Alliance has been named a regional partner of Consumer Reports Health.

The Alliance is among 23 organizations that are considered “partners” with Consumer Reports Health, including 11 founding partners, two national partners and 10 regional partners. Other partners include AARP, National Business Coalition on Health, The Leapfrog Group, Wisconsin Collaborative for Healthcare Quality and Wikipedia.

The Alliance’s partnership responsibilities include promoting and distributing Consumer Reports Health campaigns such as Choosing Wisely. The two-year-old Choosing Wisely campaign aims to help physicians and patients engage in conversations about the overuse of medical tests, treatments and procedures.

The Alliance has continually supported Choosing Wisely by sharing materials on its website, blog posts, social media and other activities. Marketing Communications Coordinator Tierney Anderson also spoke on a panel at the annual Choosing Wisely seminar in May 2014.

The Alliance is an employer-owned, not-for-profit cooperative that moves health care forward by controlling costs, improving quality and engaging individuals in their health. Their more than 200 employer members provide health benefit coverage to 90,000 individuals in South-Central Wisconsin, Northern Illinois and Eastern Iowa.

Consumer Reports Health works to make sure consumers nationwide have the tools they need to make smart choices in the health care marketplace. They offer free Consumer Reports resources for patients and families and utilize their partners to get the word out in local markets. Campaigns include Choosing Wisely, Best Buy Drugs and Consumer Reports Health Ratings Center.

For more information, visit www.the-alliance.org, www.consumerhealthchoices.org or www.choosingwisely.org.

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