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NEWS RELEASE

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Wellmark[®] new mobile app makes it even easier for members to find doctors and hospitals while on the go

Mobile tool enables members to make better informed health care decisions

DES MOINES, IA (January 20, 2012) – Members of Wellmark[®] Blue Cross[®] and Blue Shield[®] of Iowa and South Dakota can now locate a doctor, hospital or health care facility with the new Wellmark app for iPhone[®], iPad[®] and iPod[®] Touch or Android[™] smart phones. Wellmark Chairman and CEO John Forsyth said, “Our members want easy access to the right information at the right time. Wellmark has the largest network of doctors and hospitals in Iowa and South Dakota and now we’ve put it at their fingertips.”

This free app features three applications in one, allowing users to:

1. **Find a doctor** - Members can locate primary care physicians and specialists within the Wellmark network in Iowa and South Dakota. Members looking for a provider outside of these states will be directed to the Blue National Doctor & Hospital Finder[®] app.
2. **Find a facility** - Members can locate hospitals and other facilities within the Wellmark network. This includes ambulatory surgery centers, dialysis centers, diabetic education centers, durable medical equipment and supplies, hospice, laboratory and mental health institutes.
3. **Call a nurse** - Members can touch “call” to automatically connect to Personal Health Assistant 24/7 where they can get answers to health questions anytime. Members can also “learn more” about Personal Health Assistant 24/7 with one touch of the screen.

Mike Gerrish, vice president of corporate and marketing communications said, “Think of how many times you’ve needed your health care provider’s phone number or address – to get an appointment scheduled or even while filling out daycare or school forms – it is now easier than ever to access that information 24/7.”

A few great features of the app include the ability to:

- Save your search in “Favorites” so you can retrieve the address and phone number again quickly
- Connect directly to a provider’s office with a touch of the screen
- Get suggestions if you misspell a provider’s name
- Share and save information by texting or e-mailing information collected during a search
- Find the closest doctor or facility using GPS technology
- View a map or get driving directions to the provider’s office

Visit Wellmark.com/GoMobile to download the app.

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