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Care Continuum Alliance Launches New Brand for Population Health Improvement

WASHINGTON, D.C. – The Care Continuum Alliance today launched a new name and brand to support its members' evolution toward comprehensive, coordinated and integrated health services that improve the quality and value of care across all states of health and care settings.

Established in 1999 as the Disease Management Association of America, the Care Continuum Alliance, like its members, has broadened its scope to encompass wellness, prevention, care coordination, care management and other patient-focused strategies to improve the health of populations and individuals.

"Today, we change our name, but not our mission: to align all stakeholders toward improving the health of populations," Care Continuum Alliance President and CEO Tracey Moorhead said. "We have evolved with our members toward a whole person approach to care that keeps the healthy well, reduces disease risk and helps those with chronic conditions manage their health."

Moorhead noted the dramatic expansion of care management over the past decade: from interventions typically focused on managing single, existing conditions to programs that now seek to assess risk, prevent onset of disease and recognize the important links among multiple diseases. Technology plays an unprecedented role through remote biometric monitoring, virtual health coaching, disease registries, clinical care alerts and myriad other applications.

"The industry has advanced and, with it, so have health care quality and value," Moorhead said. "Analytics and risk assessment capabilities, collaborative physician models, consensus outcomes measures, novel engagement strategies – all these and others, now commonplace in health promotion programs, challenge outdated ideas about what our members do."

The Care Continuum Alliance's new brand comes at a pivotal time for U.S. health care, as health care reform and new federal support for health information technology have transformed the care delivery landscape. The reform law, in particular, emphasizes wellness and prevention in health plan benefits and quality measures. Care Continuum Alliance (CCA) members possess the expertise, data and infrastructure necessary to ensure the success of these emerging initiatives, Moorhead said.

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“Viewing health care through the lens of the care continuum – understanding that it begins with the healthy individual, rather than simply treating the sick – could well determine whether reform succeeds,” Moorhead said. “The CCA is dedicated to bringing about this transformation in how we approach health care, and we are excited to be a part of that change.”

The Care Continuum Alliance has served as a leader in advocacy, research and education in population-based health care strategies. Its Outcomes Guidelines project to develop transparent, consensus measures of clinical and financial performance in wellness and chronic care management programs will produce a fifth volume this year. The guidelines have been widely praised for the balance they strike between scientific rigor and practicality.

A leader in education and dissemination of best practices, the Care Continuum Alliance will host its annual meeting, The Forum 10, in Washington, D.C., this year, as well as a related and concurrent meeting on workplace health promotion, the Integrated Care Summit. Both events, Oct. 13 to 15, at the Hilton Washington, will underscore the association’s new brand and serve to reintroduce the industry to policy makers as reform and other health issues progress through the legislative and regulatory processes.

Learn more about the Care Continuum Alliance and its members through its newly renamed Web site, www.carecontinuum.org, or by contacting the CCA at (202) 737-5980.

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About the Care Continuum Alliance

The Care Continuum Alliance (CCA) aligns all stakeholders providing services along the care continuum toward the goal of population health improvement. These care continuum services include strategies such as health and wellness promotion, care management and care coordination. The CCA promotes the role of population health improvement in raising the quality of care, improving health outcomes and reducing preventable health care costs for the well and those at risk of or with chronic conditions. Activities in support of these efforts include advocacy, research and the promotion of best practices in care management.

The Care Continuum Alliance represents more than 200 corporate and individual stakeholders—including wellness, disease and care management organizations, pharmaceutical manufacturers and benefits managers, health information technology innovators, biotechnology innovators, employers, physicians, nurses and other health care professionals, and researchers and academicians. Visit the Care Continuum Alliance online at www.carecontinuum.org.