

## **ZIPNOSIS AND PARK NICOLLET HEALTH SERVICES ANNOUNCE NEW HEALTH INITIATIVE WITH RESOURCE TRAINING AND SOLUTIONS**

New program will bring safe, simple and convenient  
online healthcare to Central Minnesota

(*Saint Paul, Minn.*) **Zipnosis** and **Park Nicollet Health Services** today announced a new initiative with the **Resource Training and Solutions** that will bring safe, simple and convenient online healthcare to people living in Central Minnesota.

“We are excited to be expanding the reach of online health care to Central Minnesota, and eager to share the benefits of Zipnosis with companies and their employees throughout the region,” said **John Misa**, MD, Park Nicollet’s Chief of Primary Care. “Our partnership with Zipnosis reflects Park Nicollet’s goal to be a leader in health care technology while preserving our commitment to improving access to health care and providing exceptional care to our patients.”

According to the U.S. Department of Health and Human Services, more than 65 million Americans live in federally designated primary-care health-professional shortage areas (HPSAs), which are regions with 2,000 or more residents per primary-care doctor.

“This new initiative will not only help fill a gap in care, but it will also reduce the out-of-pocket health care costs for patients,” said Zipnosis CEO/Founder **Jon Pearce**. “Our ability to help patients gain quick diagnosis and treatment of their minor health needs from any computer, without worrying about deductibles or whether the clinic is in- or out-of-network, brings huge benefits to these communities.”

Resource Training and Solutions, one of Minnesota’s nine Service Cooperatives, will now be able to help connect employers with this safe, simple and convenient online healthcare solution, which will result in costs savings to the employee through out-of-pocket expenses and ultimately help reduce health care premiums. Zipnosis and Park Nicollet Health Services are hoping that many school district and state employees in the region will use the service, thereby helping to also cut costs at the state level.

“This is a win-win situation for all of us, but most importantly for our members, who will be able to reduce their out-of-pocket health care costs,” said Resource Executive Director **Rob Cavanna**. “Not only will they save time and money getting diagnosed, but by reducing their employees’ overall

office visits for minor health care needs, our member school districts, cities and counties can lower their annual premiums and pass these further savings onto their employees.”

Zipnosis is available 24 hours per day, seven days a week. Patients spend a few minutes answering questions using the company’s adaptive online interview. This information is then converted into a fully digital clinical note and securely sent to a Park Nicollet clinician for diagnosis. Within an hour, the clinician responds with a diagnosis and treatment, including a prescription if appropriate. (If the digital clinic note arrives after business hours, it will be reviewed as soon as the clinic opens in the morning.) Patients skip the traditional clinic visit, paying \$25 per “zip” to get fast and convenient diagnosis of minor health needs such as colds, sinus infections, bladder infections and yeast infections.

Zipnosis and Park Nicollet Health Services launched a 12-month agreement in May 2010 to provide online and mobile diagnosis for basic health needs of patients in Minnesota. By making the quality care easily accessible and affordable using proprietary Zipnosis technology, the pair have remained leaders in health care technology, while preserving Park Nicollet’s commitment to providing exceptional care to their patients.

***Park Nicollet Health Services** is an integrated care system that includes Park Nicollet Methodist Hospital, Park Nicollet Clinic, Park Nicollet Foundation and Park Nicollet Institute. Park Nicollet Health Services is based in St. Louis Park and has more than 7,100 employees, including 630 physicians on staff. [www.parknicollet.com](http://www.parknicollet.com)*

*Minnesota-based **Zipnosis, Inc.** offers innovative access to mainstream medicine by providing consumers with safe, simple and convenient online diagnosis and treatment of common health needs. [www.zipnosis.com](http://www.zipnosis.com)*

*As a Minnesota Service Cooperative and the #1 training provider in Central Minnesota, **Resource Training & Solutions** represents a daily promise of quality, lifelong learning experiences to consumers through meaningful relationships that enrich our members and equip them with tools for success. [www.resourcetraining.com](http://www.resourcetraining.com)*