



Dominion Analytics, LLC Formed to Market Patented Health Insurance Evaluation Models

Dominion Analytics also reaches long-term agreement with Digital Insurance

Richmond – APRIL 20, 2011 – Dominion Benefits is announcing the formation of Dominion Analytics, a business that will focus on delivering its proprietary and patented analytic models to new markets, specifically to other employee benefits consulting partners and potentially directly to individuals. The Dominion Analytics team will continue to support Dominion Benefits clients and will expand resources and service capabilities to take advantage of the Dominion Analytics business opportunity.

Dominion Analytics will be led by Larry Colley, M.D. and Ron Bargatze. Additionally, David Wade, a former senior executive with Anthem Blue Cross Blue Shield, has joined Dominion Analytics as a Managing Principal.

Says Larry Colley, M.D., “We believe that the timing is perfect for us to develop Dominion Analytics – the employee benefits consultation market is demanding our models and our services, and the health reform movement is creating unique business opportunities in the direct-to-consumer market.” Adds Ron Bargatze, “And we are excited to have David Wade join us; he understands our market and has been a quick study in working with our partner firms.”

Dominion Analytics has provided analytic and strategic consultation support for out-of-state employee benefits consulting firms in recent months and has several more interested firms in development. Dominion Analytics is piloting a web-based health renewal tool based on the patented VALUE SELECTSM model and is also developing a consumer-based application that would be relevant to plan selection in a market where individuals have access to multiple plan options, including a state health insurance exchange, as anticipated under health reform.

Dominion Analytics has also reached an agreement with Digital Insurance, Inc. (www.digitalinsurance.com) to provide its models and strategic evaluation to Digital’s national middle market clients. Digital Insurance, the nation’s leading employee benefits agency specializing in insurance for small business and mid-sized employers, is the new national partner of Dominion Benefits.

Dominion Analytics will fully utilize VALUE SELECTSM, a patented, comprehensive tool that enables employers to make optimal plan design selections and to anticipate plan changes in employee’s out-of-pocket costs when seeking medical care. Dominion Analytics’ owners have another patent application pending with the U.S. Patent and Trademark Office for the fundamental principles used in FUNDING SELECTSM, a model designed to support an employer’s analysis of self-funding health insurance.

About Dominion Analytics

Dominion Analytics provides strategic support and advanced analytics to employee benefits consultants and to health benefits decision makers. Dominion Analytics is best known for its proprietary and patented analytic models, BENEFIT SELECT[®], which guides employer decision-making and results in high value plan solutions. Dominion Analytics is based in Richmond, Virginia.

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