



**For Immediate Release**

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## **HealthSmart Continues National Expansion with Acquisition of Innovanté Benefit Administrators**

### **Transaction Brings New Product Offerings and Service Capabilities to Clients**

**(Dallas, Texas) March 22, 2012** — HealthSmart Holdings, Inc. has broadened its national reach with the acquisition of Innovanté Benefit Administrators, a division of HealthTrans. Innovanté Benefit Administrators provides self-funded medical benefit plans to employers across the U.S. as well as eligibility and provider services for special programs supported by approved funding arrangements like the World Trade Center Health Program for 9-11 first responders.

The transaction was structured as an asset purchase and terms were not disclosed. Innovanté is based in the Denver area and will be integrated with HealthSmart's existing operations there, augmenting the products and service capabilities of that office.

"Innovanté provides powerful options to reduce fixed costs and claims costs for brokers and employers," said Kathy Major, President of Innovanté. "Our wide-ranging product portfolio and technological flexibility allow us to customize solutions that meet each client's unique requirements. We are thrilled to join HealthSmart and leverage their broad competencies. This will strengthen our current programs and provide enhanced network access to our clients."

Daniel D. Crowley, Chairman of HealthSmart, noted: "We are excited to have made three acquisitions within the last year, bringing greater economies of scale and additional service capabilities to more clients. HealthSmart continues to provide superior self-funded solutions for employers who want to reduce costs and empower employees to improve their health. We look forward to serving the clients of Innovanté Benefit Administrators."

"This acquisition expands our footprint in the western U.S. and enhances the scope of our products and services," said Jim Pennington, President of HealthSmart. "Integrating the Innovanté team into the HealthSmart office in Denver creates a full-service operation there. We are excited to have the Innovanté team join HealthSmart."

#### **About HealthSmart**

HealthSmart is headquartered in Irving, Texas, and has several service locations across the country. HealthSmart is dedicated to delivering integrated, self-funded solutions through innovative products and services, including benefit administration, provider networks and care management. HealthSmart's mission is to improve member health and reduce healthcare costs.

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