

## Site Offers Women Community And Resources

(NAPSA)—Significant changes in the health care industry have placed increased responsibility on everyday consumers to understand and make their own health care decisions. Women are feeling the brunt of these changes, as they make 85 percent of the health care decisions for their families and control two-thirds of the health care dollars. The changes have also generated more awareness about the increasing number of Americans who have limited health literacy—nearly half of the U.S. population is unable to effectively read, understand and act on medical information. As the Chief Health Officer of their families, women have the responsibility of obtaining and translating important health information on behalf of their families in order to make the best health care decisions possible.

Recognizing the role that women play, UnitedHealthcare conducted a study with women ages 25 to 60 across the U.S. to better understand their needs. Research revealed that women want more education and support on health insurance basics, as well as on general health and wellness information that applies to key milestones in their lives. They also want an easy way to connect with other women who have similar concerns.

Armed with this feedback, the country's largest health care provider launched [www.uhc.com/Source4Women](http://www.uhc.com/Source4Women) to help make health care management more convenient and efficient for women of all ages. The site is designed to equip women with high-quality, comprehensive information on a range of health topics, as well as to offer tools that simplify and streamline important administrative tasks such as handling health insurance and finding a physician.



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Women visiting the site are able to:

- Join online communities such as Health Insurance 101 and healthy living groups
- Participate in online seminars featuring health, wellness and fitness experts
- Access tools, tips and health checklists
- Obtain information on health literacy.

“Time is so compressed for many women who are juggling jobs, children and other obligations while trying to make sure they and their families stay healthy,” said Kara Ellinger, director of women’s initiatives for UnitedHealthcare. “Because so many women are turning to the Internet for information, we wanted to develop a comprehensive resource that puts all of the information women need right at their fingertips. Source4Women will instantly help make their lives a little bit easier.”

Armed with these resources and tools, women can confidently manage their health and that of their families. For more information on health insurance basics, and health and wellness for women, visit [www.uhc.com/Source4Women](http://www.uhc.com/Source4Women).