Health Dialog Makes Award-Winning Decision Aid Available as a Public Service Offering for National Healthcare Decisions Day

Video for the Seriously Ill Encourages Shared Decision Making Between Patient and Doctor

BOSTON, Mass. – April 15, 2010 – Health Dialog today announced that it has made its award-winning decision aid, “Looking Ahead - Choices for Medical Care When You’re Seriously Ill,” available as a public service offering in support of National Healthcare Decisions Day (NHDD). NHDD, observed on April 16, is a collaborative effort of national, state, and community organizations committed to ensuring that all adults with decision making capacity in the United States have the information and opportunity to communicate and document their healthcare decisions.

“Looking Ahead: Choices for Medical Care When You’re Seriously Ill” encourages patients, especially seniors who face serious illness, to take an active role in their care and to ask questions and voice concerns to healthcare providers and loved ones. The program stresses the importance of communicating and documenting treatment preferences before a time of crisis. The video is just one of Health Dialog’s many Shared Decision Making® programs that have been nationally recognized. It was recently honored for excellence with a National Mature Media Award, a Remi Award, a Telly Award, and a National Health Information Award.

“Research has shown that doctors and others who make decisions on behalf of seriously ill patients, including seniors, are often unaware of those patients’ preferences,” said Molly Doyle, Vice President, Senior Programs, Health Dialog. “Individuals facing serious illness need to understand that they have choices about the type of care they receive and where they receive it. This decision aid empowers patients with the knowledge and tools to ensure their wishes and treatment preferences are always respected – even when they can no longer voice those wishes.”

Health Dialog’s advance care directives decision aid can be accessed free of charge by visiting www.healthdialog.com/go/lookingahead.

About Health Dialog Services Corporation:
Health Dialog Services Corporation is a leading provider of healthcare analytics and decision support. The firm is a private, wholly-owned subsidiary of Bupa, a global provider of healthcare services. Health Dialog helps healthcare payors improve healthcare quality while reducing overall costs. Company offerings include health coaching for medical decisions, chronic conditions, and wellness; population analytic solutions; and consulting services. Health Dialog helps individuals participate in their own healthcare decisions, develop more effective relationships with their physicians, and live healthier, happier lives. For more information please visit www.healthdialog.com.

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