

Minneapolis (Dec. 1, 2011) – Fairview Health Services and Zipnosis are teaming up to provide quick, high-quality, low-cost care for certain conditions.

Starting in January 2012, Fairview will partner with Zipnosis.com to give online diagnosis and treatment for patients in Minnesota with select conditions that generally don't require a trip to the doctor. This expands Fairview clinics' menu of virtual care, including phone, email and video visits.

Through clinical reviews by Fairview providers, Zipnosis diagnoses and treats:

Cold and flu	Sinus infections	Cold/canker sores
Sore throat	Acne	Urinary tract infections
Seasonal allergies	Yeast infections	Tobacco cessation

“Together, Fairview and Zipnosis are making high-quality health care convenient and affordable for consumers,” says Terry Martinson, Fairview Medical Group executive regional medical director. “When patients need care for specific conditions, we are just a click away.”

Here's how it works:

- Minnesota residents can visit Zipnosis.com and complete an online interview in about 5 minutes that collects specific information to help diagnose conditions. Data are encrypted for security and confidentiality.
- A Fairview physician, physician's assistant or nurse practitioner reviews the symptoms and sends the patient a diagnosis and treatment options. The provider includes information about what to do if the treatment instructions don't improve the patient's condition.
- If a prescription is needed, Zipnosis sends it instantly to the pharmacy the patient selects.
- Each visit is \$25 paid with a credit card or health-savings account debit card. Insurance is not accepted, but patients get a receipt for potential reimbursement.
- No appointment is necessary. Fairview clinicians will respond within an hour between 8 a.m.-8 p.m., seven days a week.

If the patient's symptoms suggest a condition Zipnosis cannot treat, Zipnosis provides the patient with the phone number to Fairview Nurse Advisors. A link to live chat with a Fairview registered nurse is also available to connect the patient with the appropriate level of care.

“Some patients may need an office visit to receive proper diagnosis and treatment for their condition. Fairview is there to serve them, through our Fairview Nurse Advisors service and our clinics,” says Martinson. “Our focus is providing the right care at the right time for every patient.”

Zipnosis CEO Jon Pearce says “Fairview's commitment to high-quality, affordable health care

makes them an ideal partner for us in Minnesota. At a time when patients and employers are struggling to reduce healthcare costs, Zipnosis is a fresh solution. Each visit, we save \$100 and countless hours in the waiting room. The result is a low-cost, high-quality visit that patients love.”

***Fairview Health Services**, headquartered in Minneapolis, is a non-profit, academic health system providing exceptional health care across the entire continuum. In partnership with the University of Minnesota, our 22,000 employees and 2,500 affiliated physicians embrace innovation and new thinking to deliver greater value—higher quality, better experience and lower cost. www.fairview.org*

*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*