

Cain Brothers is pleased to announce

Onlife Health Has Been Acquired by GuideWell

February 28, 2019

Onlife Health, a wellness-focused member engagement platform and majority-owned subsidiary of BlueCross BlueShield of Tennessee ("BCBST"), has been acquired by GuideWell Mutual Holding Corporation ("GuideWell"). Cambia Health Solutions, a shareholder of Onlife Health, is also participating in the transaction. Onlife Health will operate as a subsidiary of GuideWell's consumer engagement affiliate, GuideWell Connect, with the current management team remaining in place. The combined entity now serves health plan and employer clients across 19 states and is expected to be one of the fastest growing businesses of the GuideWell enterprise.

Cain Brothers served as exclusive financial advisor to BCBST in connection with the strategic transaction.

Headquartered in Nashville, Tennessee, Onlife Health delivers mobile and digital member engagement and reward programs using technology and coaching solutions powered by analytics and behavioral science. The Company offers wellness, chronic condition management, and tailored engagement solutions delivered through portal and mobile applications, as well as through telephone and onsite resources. Onlife Health's product suite serves 11 million people through contracts with health plans and employer clients and extends across multiple health insurance lines of business, including group, individual, and Medicare Advantage.

BCBST is the largest health insurer in the State of Tennessee, with approximately 3.5 million members, 6,000 employees and partnerships with more than 29,000 providers statewide. Cambia Health Solutions, the parent company to six regional health plans, serves over 2.2 million members in Oregon, Washington, Idaho and Utah.

Jacksonville, Florida-based GuideWell is a not-for-profit mutual holding company and parent to Florida Blue and a number of affiliated healthcare delivery and member-facing businesses.

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