

# BUSINESS

## In Brief

### PU Users Group to meet in Norwalk

**NORWALK** — The Connecticut PC Users Group will hold its regular monthly meeting from 6:30 to 8:30 p.m. on Tuesday, March 25, at the Norwalk Transit District offices on Wilson Avenue. The meetings are free to the general public. For more information and directions visit [www.ctpc.org](http://www.ctpc.org).

### Communications group to meet

**STAMFORD** — The WestFair Chapter of the International Association for Business Communicators (IABC) will hold a dinner meeting on "What is a 'Good' Company? The Path to Corporate Responsibility," at 6 p.m. on Tuesday, March 18, at 200 First Stamford Place, lower level conference room.

The featured speaker will be Kaehe Rebernak, founder and CEO of Framework:CR, a strategic corporate responsibility and financial communications firm; as well as Valerie Hendy, vice president, corporate citizenship public affairs at Citigroup.

Event includes buffet dinner. This dinner event is open to IABC members (\$40) and non-members (\$50) with advanced registration.

For more information call (203) 965-8634 or to register, contact Samantha Hetzel at [sdhetzel@yahoo.com](mailto:sdhetzel@yahoo.com) or visit <http://westfair.iabc.com/>

### Gas prices hit new record high

**NEW YORK** — Gasoline and oil prices extended their record-setting streaks Wednesday, with gas at the pump reaching a new high of nearly \$3.25 and crude surpassing \$110 for the first time.

Investors shrugged off an Energy Department report that crude oil and gasoline supplies jumped last week.

The national average price of a gallon of regular gas rose by 1.9 cents overnight to \$3.246 a gallon, a new record, according to AAA and the Oil Price Information Service. Pump prices are following crude's recent surge, and could rise as high as \$3.75 a gallon this spring, analysts say.

Light, sweet crude for April delivery rose \$1.19 to \$109.94 a barrel on the New York Mercantile Exchange after earlier rising to a new trading record of \$110.20.

The dollar fell to a new low against the euro Wednesday, attracting new buyers to the oil market. Crude futures offer a hedge against a falling dollar, and oil futures bought and sold in dollars are more attractive to foreign investors when the dollar is weak. Many analysts believe the dollar's decline is the reason crude futures have surged to new records in 11 of the past 12 sessions, despite the fact that crude supplies have risen 10.2 percent since early January.

Oil prices actually fell after the Energy Department's Energy Information Administration said crude supplies jumped by 6.2 million barrels last week, more than three times the 1.6 million barrel forecast of analysts surveyed by Dow Jones Newswires. But buyers quickly returned to the market.

"I tend to think that every (price) dip looks like a buying opportunity right now," said Linda Rafield, senior oil analyst at Platts, the energy research arm of McGraw-Hill Cos.

### GE's Immelt sees revenue up in '08

**FAIRFIELD** — General Electric Co. Chief Executive Jeff Immelt on Wednesday said that revenue should rise by at least 10 percent to \$195 billion this year for the industrial, financial and entertainment conglomerate.

"In 2008, we should hit all of our financial goals and outperform the S&P 500," he said in a message to investors in GE's annual report.

Revenue last year hit \$172.7 billion, up 14 percent from 2006.

Earnings per share also should rise by 10 percent in 2008, Immelt said.

Immelt said the economy this year will be difficult "as we expect U.S. consumer spending to slow and credit to tighten and be more expensive."

In 2008, GE businesses that rely on the U.S. consumer will face challenges, but "will be more than offset" by strong growth in its infrastructure business and "steady progress" in commercial finance, health care and NBC-Universal, Immelt said.



Soundview Medical Associates' Executive Director Eileen Smith, center, stands with doctors Basil Papaharis and Frank Sammarco at a digital X-ray machine at their new office at i.park Norwalk.

## Medical group settles in at i.park

By **CHRIS BOSAK**  
Hour Staff Writer

**NORWALK** — Soundview Medical Associates has grown up and moved out.

The group medical practice started 10 years ago with seven doctors and 25 employees at a 17,000-square-foot building on West Avenue. It now has 16 doctors, 90 employees and a brand new 25,000-square-foot, state-of-the-art home.

Soundview Medical Associates is one of the first tenants to open at i.park, a brand new 350,000 square foot Leadership in Energy and Environmental Design (LEED) certified building on the Norwalk/Wilton border at the former site of Perkin-Elmer.

Its former location, owned by Stanley Seligson Properties, is destined to become Norwalk Hospital's new Musculoskeletal Institute. Soundview Medical Associates leases its current space from Norwalk Hospital.

"We outgrew it very quickly," Eileen F. Smith, executive director of Soundview Medical Associates, said. "This became an opportunity to reinvent ourselves. It's a leap of faith."

Visitors enter the new building to an impressive ground-floor main lobby only to take the elevator or walk up the steps to Soundview Medical Associates' own impressive lobby with a large semi-circular reception desk, ample seating, and four flat-screen televisions. The lobby is divided into "quadrants" and patients sit in their doctor's designed area.

"We wanted a living room feel," Smith said. "We wanted people to feel relaxed and have their privacy. The beauty of the layout is that it's separat-



Nurse practitioner Mercedes Papaharis and doctors John Svogun, Tao-nan Chi, Glenn Siegel and Frank Sammarco of Soundview Medical Associates look at information on a computer at their new location in i.park Norwalk.

ed into the specialties we have. Also, patients do not exit through the lobby. We wanted to make the waiting room as calm as possible. We worked hard on the layout to make sure the customer comes first."

The new location also features calming earth tones throughout, another attempt by Smith to make patients feel comfortable. Also, wireless technology and beepers eliminate the need for "jarring" overhead paging, Smith said.

"There's a lot of IT in the infrastructure. It's also a LEEDs building so it's energy efficient," Smith said. "At 7:15 (a.m.) we go off the answering service so patients are more likely to get a live person when they call. Sometimes 9 a.m. is too late to try to make an

appointment. It's another reason we're unique. Patients can schedule an appointment before going to work or before the kids go to school."

Soundview Medical Associates also accepts walk-ins, a rarity in this age of medical service.

"That's one of the ways we built our practice," Smith said. "If you're sick, you can come see someone."

Rowayton's Jim Oravetz has been a patient with Soundview Medical Associates from the group's beginning. He was concerned at first about the move across town but finds the new locations just as accessible.

"I'm overwhelmed by it," he said. "I

See MEDICAL, C2

## RadioShack ready to celebrate new location

By **CHRIS BOSAK**  
Hour Staff Writer

**NORWALK** — Long gone are the gas station and Kia dealership at the corner of Cross Street and Belden Avenue. Two new brick retail/office buildings stand at the 1.5 acre site and the first two tenants are settling in nicely.

RadioShack, in fact, is ready for its grand opening, which will take place this Friday, Saturday and Sunday. To mark the occasion, RadioShack will offer a 10 percent discount on select merchandise and hold a raffle whereby the winners will have a choice of prize packages.

"It's a great location with a better environment and better look," store manager Christopher Cara said. "The customers love it."

RadioShack and AutoZone relocated in mid-January from across the street at Riverview Plaza to make way for AvalonBay Communities Inc.'s 312-unit housing development. AutoZone had fought the proposal in courts for years, claiming the move would block visibility to its storefront.

The new buildings, each about 15,000 square feet, will feature retail on the ground floor and office space above.

Cara said the RadioShack was closed for only two days in January as it moved its products across the street. The new location features a "concept design" for the electronics company with a circular checkout counter in the center of the store, instead of the traditional glass counter along one of the



Chris Caro, store manager, stands in front of the relocated RadioShack store at 24 Belden Ave. The store will hold a grand opening this weekend.

store's walls. The 1,500-square-foot store also includes a different color pattern with red walls and more hands-on product displays.

"We're continually working to upgrade our store shopping environment to ensure customers enjoy the experience and easily find the best and latest solutions to their consumer electronics needs," District Manager Paul Pikulski said in a release. "We think the new location and redesign of this

store will be a great asset for customers who either work or live around that neighborhood and have come to depend on RadioShack for technology solutions."

RadioShack also has locations on Connecticut Avenue and Westport Avenue in Norwalk. It operates about 6,000 store nationwide.

**On the Web**  
[www.radioshack.com](http://www.radioshack.com)

## The Hour

### College kids, spending and credit

Fifty-one percent of college-age adults agree with this statement: "I have experienced repeated, unsuccessful, attempts to control, cut back, or stop excessive money use."

The statement comes from the 2002

**M o n e y** Abuse survey by Myvesta, a non-profit consumer education organization that

helps people rid themselves of debt. By year's end of 2003, Myvesta reported that college-age adults had increased credit card debt by 42% in a single year.

Here are more disturbing statistics from Young Americans Center for Financial Education, a nonprofit organization that furthers the economic education of young people. In The State of Financial Literacy in America, covering 2001-2003, the Center reports:

- 45% of college students are in credit card debt, the average being \$3,066.

- Only 21% of students between the ages of 16 and 22 have taken a personal finance course in high school.

- Only 26% of 13-21 year olds report their parents actively taught them how to manage money.

Myvesta's survey also found that college-age students show more signs of money abuse than any other age group. Is it any wonder? College students are flooded with credit card offers. Our culture likes to tell us to "shop 'til we drop" and then invites us to "charge it," often deferring payments for months on end. Certainly, advertisers are doing their best to show young people a world of "cool" consumption, as are magazines, movies, and TV shows.

Some parents of youthful spenders may say, "Cut up those charge cards and we'll solve the problem." That's the wrong approach, and by then it's too late anyway — taking a scissors to plastic doesn't improve judgment. What's more, each week brings students yet another credit card offer with tantalizing incentives.

The better solution lies in altering the last fact in the list above: only 26% of our youth say their parents taught them how to handle money. Parents need to spend more time talking to their children — to prevent the spending habit from forming in the first place. Yet ironically, Northwestern Mutual's 2003 Perfectcents Kids & Money Survey finds that parents shy away from the "M" word, in part, because 44% feel that they do not set a good financial example themselves.

That may well be true: Myvesta reports that half of the country is "struggling" to control excessive spending and debt. College kids may indeed be mirroring their parents' buying patterns. Perhaps in guiding our children to adopt better financial habits, we may improve our own.

Where to start? Northwestern Mutual has taken a keen interest in teaching youth about managing money — both before and during those impressionable teen years. The Northwestern Mutual Foundation, charitable arm of Northwestern Mutual, has developed a website, [www.themint.org](http://www.themint.org) as a resource for families.

The Web site features games, interactive challenges, and fun tips to teach money management. Older children can explore the site on their own and families can investigate the site together. Learn about "value" and explore salaries for different occupations. Take The Credit Card Challenge, an activity that leads players through 16 weeks of spending decisions. Help your child make "virtual" mistakes with money before he or she arrives on campus. It will set him or her on the path to becoming a financially healthy adult.

Warren Peña is a financial representative with the Northwestern Mutual Financial Network based in Westport for The Northwestern Mutual Life Insurance Company, Milwaukee, Wisc. To contact Peña, call (203) 221-3976 or e-mail him at [warren.pena@nmfn.com](mailto:warren.pena@nmfn.com)

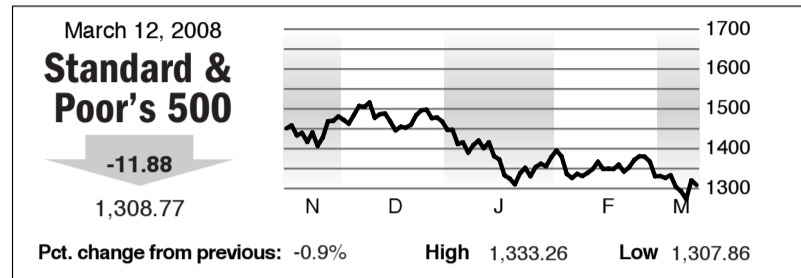
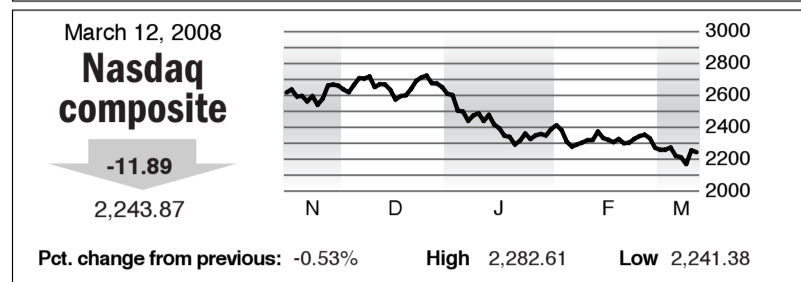
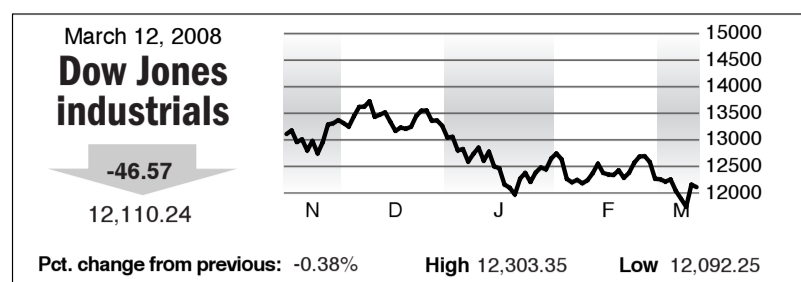
### BusinessNews

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WARREN PEÑA

## A DAY ON WALL STREET



SOURCE: SunGard

AP

## STOCKS OF LOCAL INTEREST

Company	Sector	Yesterday's				Div.	Yield	PE	52-week	
		High	Low	Close	Chng				High	Low
AT&T Inc	N	36.20	35.21	35.32	-77	1.60f	4.5	18	42.97	32.95
Aetna	N	45.66	40.55	44.55	+1.90	.04	1	13	60.00	39.02
ApplBio	N	34.15	32.00	34.04	+1.17	.17	5	21	37.67	27.79
ArchCh	N	35.81	34.56	34.58	-37	.80	2.3	24	48.02	29.29
AsburyA	N	14.45	13.94	13.98	-23	.90	6.4	9	30.06	11.71
AvisBudget	N	10.92	10.31	10.57	-08		dd		31.47	9.00
Baldw	A	2.63	2.52	2.52	-09		6	6.64	2.18	
BoltTech s	O	16.93	15.80	16.05	-60		11	39.57	13.75	
Borders	N	8.68	8.20	8.24	-18	.44	5.3	dd	24.15	7.90
CablvsnNY	N	23.38	22.93	23.00	+05		31	39.75	21.13	
CampSp	N	32.72	31.90	32.58	+84	.88	2.7	15	40.87	30.19
CeleraGrp	N	14.00	13.48	13.65	+03		dd	17.00	11.39	
CentCom	O	4.61	4.41	4.55	+08		46	10.66	4.19	
CitzComm	N	10.79	10.40	10.43	-25	1.00	9.6	16	16.05	9.75
CitzUt pf	N			45.85	...	2.50	5.5		69.20	45.50
CompTch	A	1.68	1.56	1.61	-01		dd	3.74	1.25	
Corning	N	24.06	23.51	23.52	-42	.20	9	18	27.25	20.04
Crane	N	40.46	39.87	40.00	+05	.72	1.8	dd	51.16	33.54
Diageo	N	82.65	81.63	81.90	+19	2.67e	3.3		93.12	73.39
DowChm	N	38.00	37.00	37.27	+18	1.68	4.5	13	47.96	33.01
EMCOR s	N	22.97	22.03	22.24	-43		12	38.69	18.25	
EdgrOnl	O	2.67	2.50	2.67	+04		dd	3.60	2.04	
FactsetR	N	53.69	52.47	52.50	-19	.48	9	23	73.99	50.00
FitBpPR lf	N	10.57	9.81	10.00	-02	.28	2.8		13.87	6.07
Gartner	N	20.00	18.95	19.67	+48		29	28.44	13.75	
GenElec	N	34.46	33.45	33.96	+56	1.24	3.7	16	42.15	31.65
IMS Hlth	N	22.20	21.81	21.81	-22	.12	6	19	33.12	20.01
IntPap	N	32.68	31.45	32.16	+23	1.00	3.1	12	41.57	27.51
MarshM	N	25.97	25.12	25.50	+32	.80f	3.1	6	33.90	23.12
MStewrt	N	7.63	7.03	7.20	+14		38	19.50	5.22	
MeadWvco	N	26.90	25.98	26.03	-28	.92	3.5	17	36.50	23.92
NoestUt	N	25.03	24.59	24.72	+10	.80	3.2	16	33.62	24.32
NorthropG	N	80.28	79.21	79.35	-33	1.48	1.9	15	85.21	71.81
Olin	N	19.17	18.47	18.67	+18	.80	4.3	dd	24.53	15.01
PerkElm	N	23.81	23.44	23.56	-02	.28	1.2	21	30.00	21.88
PitryBw	N	36.43	35.60	35.89	+12	1.40	3.9	22	49.70	32.64
Praxair	N	83.99	82.16	82.48	-78	1.50f	1.8	23	92.12	59.41
priceline	O	124.35	114.52	120.94	+5.75		36	129.24	49.80	
StarGas	N	3.30	2.98	3.11	+03		4	5.00	2.77	
SturmRug	N	8.06	7.70	7.70	-35		17	22.58	7.22	
Terex	N	68.20	65.00	66.83	+1.86		11	96.94	46.50	
Thomson	N	36.72	35.06	36.32	+71	1.27f	3.5	6	47.26	31.96
TrnsLx	A	4.70	4.07	4.60	-05		dd	8.29	3.00	
TycoIntl n	N	41.92	41.33	41.57	+25	.60	1.4	dd	55.42	31.01
UBS AG	N	31.48	30.48	30.57	+44			66.26	28.10	
UtdhlthGp	N	38.62	34.67	36.68	-156	.03	1	11	59.46	37.32
VerizonCm	N	35.47	34.41	34.58	-63	1.72	5.0	18	46.24	33.30
WldW Ent	N	18.85	18.47	18.60	+80	1.44f	7.7	25	18.60	13.35
Xerox	N	14.76	14.46	14.47	...	.17	1.2	12	20.18	12.30

EXCHANGE KEY: N=New York, O=Nasdaq, A=American

## NYSE most active

Company	Vol.	Last	Chng
Thornbg	872039	2.85	+1.29
GenElec	700793	33.96	+5.6
Humana	617677	40.88	-6.50
FordM	599398	5.70	-2.0
WA Mutl	595790	11.64	-2.4
SprintNex	586637	6.22	+0.05
Wachovia	514536	28.05	-1.73
BkofAm	409976	37.03	-6.9
Pfizer	409971	21.28	-4.4
WellsFargo	393485	29.54	-1.28
EMC Cp	383463	14.89	-1.4
JPMorgCh	380132	38.61	-2.3
UtdhlthGp	345404	36.68	-1.56
FannieMae	340527	21.04	-9.6
WellPoint	317420	46.45	-8.1
FredMac	305243	20.04	-1.2
ExxonMbl	264856	82.42	-7.1
WalMart	257758	50.29	+2.8
BearSt	250034	61.58	-1.39

## NASDAQ most active

Company	Vol.	Last	Chng
PwShs QQQ	1421074	42.71	-1.62
Microsoft	731108	28.63	-6.5
Cisco	554657	25.14	-0.1
Intel	514757	21.12	-0.8
Oracle	480065	19.68	+1.7
Apple Inc	373863	126.03	-1.32
SiriusS	344993	2.88	+1.3
ETrade	310826	3.77	-0.7
Level3	301873	1.95	-0.05
ApldMatl	296758	20.98	+0.4
Qualcom	222382	39.75	+3.3
RschMot s	194152	101.39	+6.5
Dell Inc	178565	19.69	-1.4
Nvidia s	175374	18.52	-1.52
Yahoo	173178	28.45	-5.5
Comcast	158422	19.45	-1.6
KLA Tnc	151226	37.80	-4.13
JA Solar s	143148	14.93	+3.5
Schwab	132702	19.97	-5.2
Amgen	126923	44.99	

## AMEX most active

Company	Vol.	Last	Chng
SPDR	2133671	131.36	-1.24
SP FncI	1647525	24.58	-6.6
iShR2K nya	886757	66.52	-7.8
PrUSHQQQ	438930	53.40	+9.3
PrUSHS&P	305085	66.28	+1.34
SP Engy	218300	74.96	-1.39
iShEMkt nya	186436	137.21	-2.59
iShBraz nya	158187	82.42	+1.7
iShJpn nya	153594	12.31	-0.0
ProUSHTfn	151062	126.59	+5.64

## IMS Health: Prescription drug sales slowing

Associated Press  
**NORWALK** — Sales growth in the U.S. prescription drug market fell to the lowest rate in 46 years in 2007 as more brand-name drugs lost their exclusivity to generics and new product approvals declined, according to a report issued Wednesday by Norwalk-based IMS Health.

Growth slowed to 3.8 percent last year from more than 8 percent in 2006, IMS Health said in its annual U.S. Pharmaceutical Market Performance Review.

IMS Health, a market-tracking company, reported that total prescription sales were nearly

\$287 billion in the U.S. in 2007.

Growth moderated beginning in 2001, but picked up in 2006 with the start of the federally subsidized prescription drug program for seniors, IMS Health said. However, growth slowed again last year.

The Medicare Part D program accounted for 19 percent of retail prescriptions at the end of last year, a modest increase over 2006 "and reflective of a maturing program," IMS said in its report.

It said 65 percent of Americans 65 and older are now enrolled in the program.

Volume for generic drugs grew by 10 percent as branded pharmaceuticals with \$17 billion in sales lost exclusivity. Generics increased their share of total dispensed prescriptions to more than 67 percent.

IMS Health reported that antidepressants, lipid regulators, codeine and combination pain medications, blood pressure drugs and beta blockers continued to top the market in prescription use.

Sales growth in 2007 was affected by a significant number of warnings, product withdrawals and safety concerns

raised by the U.S. Food and Drug Administration for various products, the report said.

Diana Conmy, corporate director, market insights at IMS Health, said safety issues were among "some of the things we could not have anticipated."

Safety issues contributed to "significantly lower-than-expected sales" for products that accounted for about 10 percent of total prescription market, the report said.

**On the Web**  
<http://www.imshealth.com>



The spacious waiting room at Soundview Medical Associates is divided into four segments.

Hour photo/ERIK TRAUTMANN

## Soundview Medical Associates settles in at i.park

From C1

was afraid it was going to be too far, but it isn't. I'm impressed with how they handled us (patients) at the new place. They made it very easy. I'm very comfortable there."

The new location is along a bus line and Smith said the owners of the building have petitioned the state to make a Danbury line train stop at the building. "I wanted to make sure all our patients could get to us," she said.

Oravetz sees several specialists at Soundview Medical Associates and appreciates the convenience of having them all at one place.

"I don't think they've gotten

too big. Each doctor treats you individually," he said. "If anything it makes me feel more comfortable that they are growing because my files are there and other doctors are there if one leaves."

Soundview Medical Associates has specialists in the following fields: cardiology, endocrinology, family practice, gastroenterology, internal medicine and pulmonary.

"We're a unique practice because we have multiple specialties all under one roof," Smith said. "It breaks up the continuity if all the doctors are at different places."

The new facility also features a wide range of technologically advanced medical equipment,

such as a digital X-ray. The machine allows the doctors to see the X-ray from their individual computers. The practice also has labs on site, so results of bloodwork come in exponentially quicker than sending it to an off-site lab.

"We're at the cusp of all this technology," Smith said. "It would have been a shame not to reach for the stars, so that's what we did."

Smith also hopes to have all of the patients' medical charts — all 50,000 of them — digitized before long.

Joining a medical group such as Soundview Medical Associates, said Smith, is not only convenient for patients, but becoming a necessity for

doctors as well in the current medical care climate with crippling malpractice insurance rates.

"Individual doctors can't survive any more," Smith said. "If you join a group like this, there's much better negotiating power. Imagine trying to do it as an individual."

As proof of the system working, Smith pointed to the fact that five of the seven original doctors are still with Soundview Medical Associates.

"There's a lot of longevity here," she said.

Smith hopes the same can be said of the new location.

**On the Web**  
[www.soundviewmedical.com](http://www.soundviewmedical.com)

## Aetna introduces health search engine

By STEPHEN SINGER  
Associated Press

**HARTFORD** — A Web-based search engine that Aetna Inc. introduced Wednesday allows managed care customers to use their electronic health records as an online tool to find a broad array of medical resources.

As privacy concerns increase with a rising interest among companies to find new applications for electronic health records, Aetna's SmartSource search engine would ramp up the way electronic health information is used.

In a partnership with Healthline Networks, SmartSource crunches data such as gender, age, ZIP code, employer, health care plan and information from the customer's personal health records.

The search engine generates information tailored to the individual about diseases and medical conditions, treatments, health care costs and local health care providers.

Healthline Networks, a privately held San Francisco-based health search engine that was founded in 1999 as YourDoctor.com, is providing the technology platform for Aetna's search engine.

The Hartford-based insurer is banking on strong interest in Web-based health information and the drive to transform patients into better-informed consumers in charge of their own health care.

"The world is not looking for a lot more health information. They're looking for how to take the information we have and making it more useful."

**West Shell III**

chairman and chief executive of Healthline

With 100,000 people logging onto Aetna's Web site each day, "that is a teachable moment," said Meg McCabe, Aetna's head of medical and eHealth products.

"How can we leverage this tremendous asset?" she said.

Privacy advocates have been wary about electronic health records, warning about possible security breaches although insurers insist information is secure.

Aetna officials said the Web site uses encryption standards similar to the banking industry and access to its Web site takes customers to Healthline's secure site.

Mohit Ghose, a spokesman for America's Health Insurance Plans, a trade group of 1,300 health insurance plans, said insurance company customers are protected by numerous levels of safeguards, the Health Insurance Portability and Accountability Act, commonly called HIPAA, and state privacy laws.

But Sue Blevins, president of the Institute for Health Freedom in Washington, D.C., said the increasingly new ways

health records are used raises new concerns. For example, she said customers should be notified when their health information is transferred, whether from Aetna to Healthline Networks or other companies.

"The greatest concern is that people are not getting an accounting for routine purposes when their records are exchanged," she said.

Blevins also said it's not clear that HIPAA covers companies that store electronic records, and that the federal law may need to be updated.

Other businesses, including those outside the health care industry, are looking at ways to use electronic health records.

Google Inc. announced last month it will begin storing medical records of a few thousand people. The service is not yet available publicly, but Google chief executive Eric Schmidt says it will be an open system in which third parties can build direct-to-consumer services like medication tables or immunization reminders.

Microsoft Corp. last year introduced a service called HealthVault that manages

health information, and AOL co-founder Steve Case is backing Revolution Health, a Web site that offers a records management tool.

Ghose said studies by insurers show that health plan members want insurers, not customers, to supply the health data that fills electronic records.

"You can have information stored in a certain way, but you must know how to employ that information," he said.

West Shell III, chairman and chief executive of Healthline, said the Aetna search engine extends beyond storage of health information and provides a system to help consumers make choices about doctors, specialists, costs and other aspects of their health care.

"The world is not looking for a lot more health information," he said. "They're looking for how to take the information we have and making it more useful."

Aetna will make the search engine available as a pilot program this year to between 20 and 25 employers with up to 1.5 million eligible employees, and make the service available to more customers next year.