

Build a connection.

Engage your population in a culture of health. Maximize participation. Maximize outcomes.



Recruitment & Participation Solutions

 HealthMedia®
connect™

Agenda

- Panel Member Introductions
- Overview of Organizations & Programs
- HealthMedia's Participation Services
- Moderator Q& A
- Wrap-up

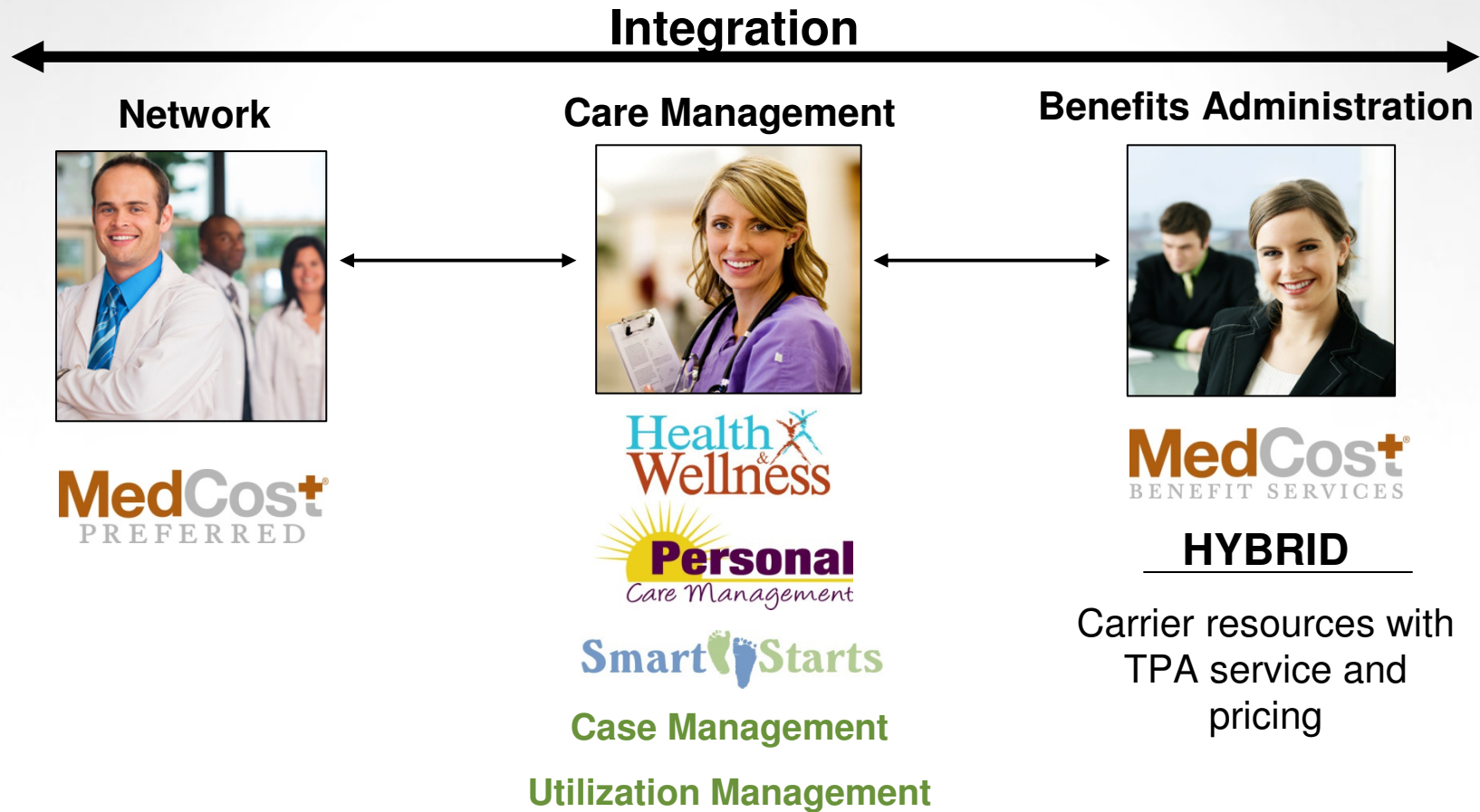
Ownership

MedCost, LLC
is jointly owned by
Carolinas HealthCare System
and North Carolina Baptist Hospital

MedCost⁺



MedCost Structure



Experience



Our TPA division is currently serving over 140 employers representing over 150,000 member lives

Physicians Plus Corporate Profile

- Provider-owned “for-profit, network model” HMO created in 1986
- 2/3 owned by Meriter Health Services, 1/3 owned by Physicians Plus Investment Group (PPIG)
- Located in Madison, Wisconsin
- Serving Dane County and rural South Central Wisconsin
- Ranked among the 30 largest employers in Dane County
- Ranked among the Top 10 HMOs in the State of Wisconsin
- Products: HMO, POS, Medicare Sup, HSA/HRA & Out-of-Area, Pharmacy and Dental
- Employees: 120 in Madison; 50 at Perot Systems in Dallas
- Network: 2,200+ providers and 27 hospitals in 20 counties
- Includes University of Wisconsin Hospital & Clinics
- Membership: 102,000

Blue Cross Blue Shield Louisiana

- ▶ Blue Cross and Blue Shield of Louisiana marks its 75th anniversary in 2009, making it Louisiana's oldest domestic health insurance company as well as the largest.
- ▶ Blue Cross and Blue Shield of Louisiana is Louisiana -owned and -operated and insures more than 1.1 million Louisianians.
- ▶ The company offers a full line of health insurance products for both individuals and groups and holds five accreditations from top national healthcare standards organizations.
- ▶ The company ranked first among all Blues plans nationwide for provider satisfaction for five consecutive years and recently received its second consecutive Brand Excellence Award for Member Retention from the Blue Cross and Blue Shield Association – a reflection of the trust and confidence its members place in the company.
- ▶ Blue Cross employees enjoy excellent benefits, a fully equipped on-site fitness center and an outstanding workplace award winning wellness program.
- ▶ Blue Cross supports good health for all Louisianians with the Louisiana 2 Step – a statewide campaign encouraging residents to “Do the 2” by eating right and moving more. A kid-friendly companion site at www.2Step4Kids.com rewards healthy behaviors for kids ages 5 to 12. It's all part of Blue Cross' corporate mission: *To improve the lives of Louisianians by providing health guidance and affordable access to quality care.*
- ▶ Blue Cross supports more than 200 charitable organizations statewide through grants, sponsorships and our Team Blue employee volunteer corps.



Components of the Healthy You, Healthy Blue Wellness Program

Assessment & Measurement	<i>.Identifies Participant Health Risks through a Variety of Vehicles.</i>
Health Education & Culture	<i>.Provides Education about preventive care, Specific Risk Areas, Weight Management, Nutrition, Stress Management, Exercise and Fitness. .Continual Changes to Work Environment and Culture to support healthy lifestyles.</i>
Action-Planning	<i>.Customized, Individualized Action Plans for Leading a Healthier Lifestyle with Ongoing Support and Accountability.</i>
Illness & Care Management	<i>.Identifies and Directs "At Risk" Participants to Help them Maintain and Manage Chronic Conditions and Improve their Health.</i>

Wellness Program Requirements & Participation for 2009

- To receive the Preferred Premium Rate in 2009, participation in the program for 2009 is defined as:
 - 2009 Health Fair Participation – day one of participation in the screenings, fitness profiling and action planning. And setting an appointment with SB Wellness for one on one consultation.
 - Health Risk Assessment (HRA) - Completion of the on-line HealthMedia® Succeed™ health risk assessment.
 - Annual Physical or Gender Specific Exam – This would include one of the following *as appropriate and recommended for your specific age and/or risk factors*: physical examination, mammogram, Pap smear, testicular, colonoscopy or prostate exam.
 - Periodic Assessments and Education - Participants will be required to update their progress on their individualized goals with program consultants and attend or view wellness educational events at least once quarterly.



**BlueCross BlueShield
of Louisiana**

An independent licensee of the Blue Cross
and Blue Shield Association.

Population Health Initiatives

Best Practices to Drive Participation

1. Secure Executive Endorsement
2. Provide Meaningful Incentives
3. Cultivate Program Champions
4. Establish a Communications Plan
5. Provide Simple Access
6. Advocate Seamless Integration