

Digital Pied Piper: Playing The Perfect Technological Tune

Drawing Participants You Didn't Know You Had
Out of the Woodwork



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An Industry in Rapid Transformation

- Health Care Reform
 - Everything needs to support lower costs - Including care management models
 - Greater reach for Care Management services – need to engage a larger portion of the membership
 - Many new members that have not been actively managed previously
 - Readiness by large plans sponsors for longer term ROI models
- Health Plan Centric Benefits Integration
 - Deeper integration between medical plans and other related benefits (Care Management, Disability, Pharmacy, etc.)
 - Less carve out of services
 - Member focused engagement and Health/Wellness services
- Technology based interaction
 - The first wave of “tech kids” are over 40 today...
 - Today’s Care Management candidates use iPhones to browse more than to talk to another person

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Trends in Member Engagement

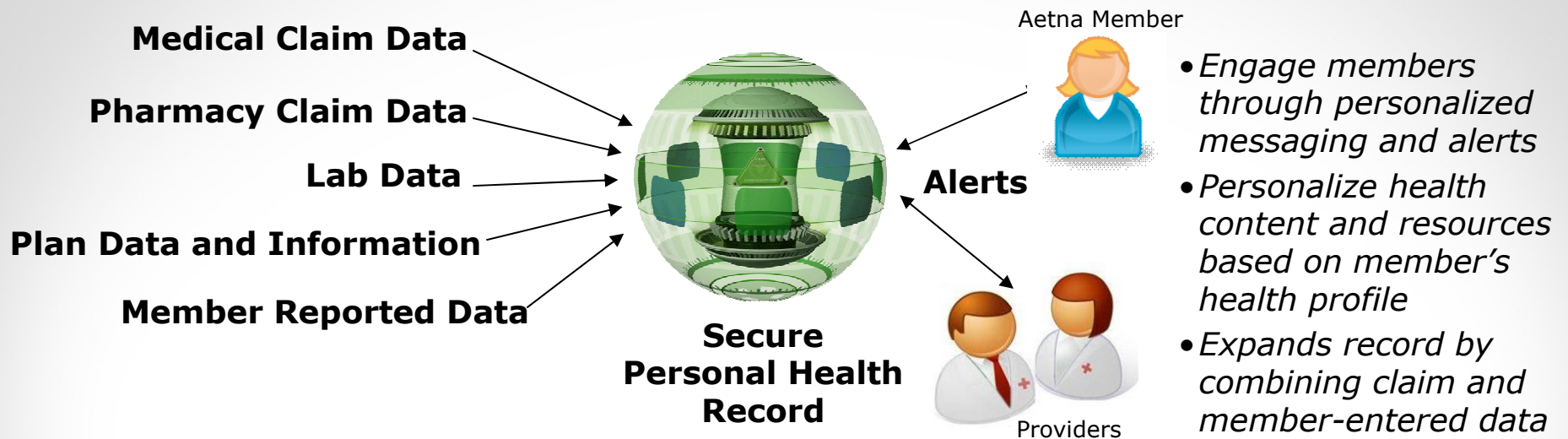
Trend	Key Questions
<i>Incentives</i>	
Increasing Amounts of Money	Are we Getting Results?
Outcomes Based	Will the Legislative Environment Allow this?
<i>Segmentation</i>	
Demographic Data	Are we approaching the limits?
Condition and Risk Data	Is this relevant to members?
<i>Deeper Personalization</i>	
Clinical Data	How to Comply with Gaps in Care
Tailored Messaging	Early Success, but how to extend this?

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Engagement Measures: Aetna CareEngine Powered PHR



PHR Engagement Improves MedQuery

- 9% of members (15% subscribing members) have accessed their PHR
- Nearly 50% of Aetna PHR users have returned to the PHR at least once
- Users who have accessed the PHR 4 or more times:
 - Generate at least 30% more Alerts than non-PHR users
 - Have at least 56% greater compliance to Care Consideration Alerts than non-PHR users

Incentives - Are they working as intended?

- Observations
 - Increase in focus on incentives for HA completion
 - Impact of GINA and other restrictions
 - Limited success at using Health Assessment to initiate sustained engagement
- Trends
 - Increasing focus on sustained engagement
 - Incentive designs are part of medical plan design
 - Increasing focus on payment for program completion
 - Paving the path for outcomes based measures

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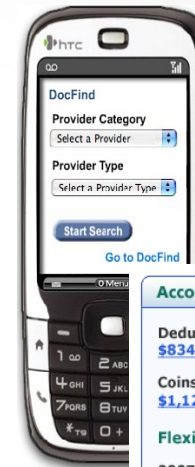
Lessons from Aetna Migration to HMI Programs

- Background
 - Prior programs were seeing low completion rates from members
 - Need to update online wellness programs to capture same benefits of personalization seen in Aetna PHR
 - Launched with member direct marketing support
- Summary of results
 - 500% increase in program completion
 - Nearly 200% increase in program starts
 - Favorable member feedback, including self reported outcomes
- Lessons:
 - Tailored recruitment and programs delivered results
 - Need to further extend and integrate Tailoring to extend value



Multi-channel Member Contact

New mechanisms to engage members . . . meeting them where they are.



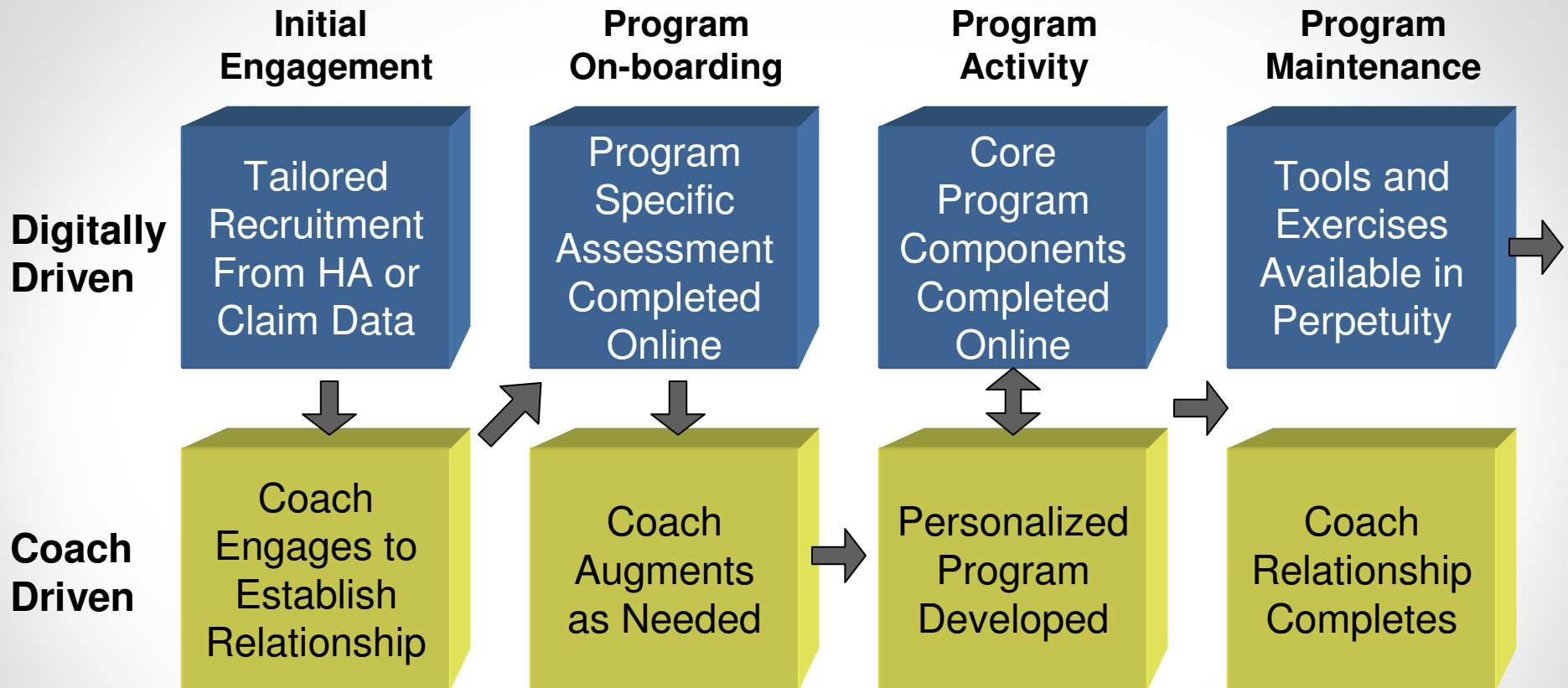
Mobile Devices

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Digital Coaching is the Backbone



Ultimately, the coach's role becomes facilitation of the member's use of online and other clinical resources

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Vision for Tomorrow, continued

- Targeted Topical Interventions (e.g. short form HA, short form program)
 - Capture data while providing value to members – not one after the other
 - Capture data iteratively with successive interactions
 - Cross integration boundaries (e.g., Ask member about health status when the call about a claim)
- Emotional Engagement
 - Partner with JellyVision Labs (You Don't Know Jack interactive video game)
 - Use interactive conversation to emotionally engage members
 - Value is delivered simultaneously while capturing information

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Demonstration: Aetna Benefit Advisor Open enrollment can actually be fun!

Whom You Want to Cover **Medical Needs** Your Budget Your Priorities Your Plan


Is there a chance you'll be adding a new, little member to your family next year?

For sure

Quite Possibly

Unlikely

No chance



Medical Insurance

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Summary

- No silver bullets – An integrated experience has many moving parts
- One size doesn't fit all – The member needs to drive the relationship for sustained engagement which improves health
- Mass customize to engage diverse members with diverse needs, while generating the scale needed to support economic realities

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Thank You

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