

Hope Doesn't Float as a Health Care Strategy

McKesson's innovative campaign to roll out Digital Health Coaching to nearly 4 million employees

MCKESSON

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A Conference



To Experience

Hope doesn't float, real change does.

- Eliminate the disconnect.
- Organize data.
- Create efficiencies.
- Reduce administrative costs.
- Reduce medical costs.
- Engage, empower and inform the member.



Top Payer/Employer Issues

Disconnected care management programs and expensive consumer engagement strategies don't create desired outcomes, adoption and engagement

- Reduce medical loss ratio/medical costs
- Want members to make low-cost (better) health care decisions
- Need to actively engage members to motivate behavior change
- Engender effective and less costly self-redirection
- Improve member experience to ensure long-term retention

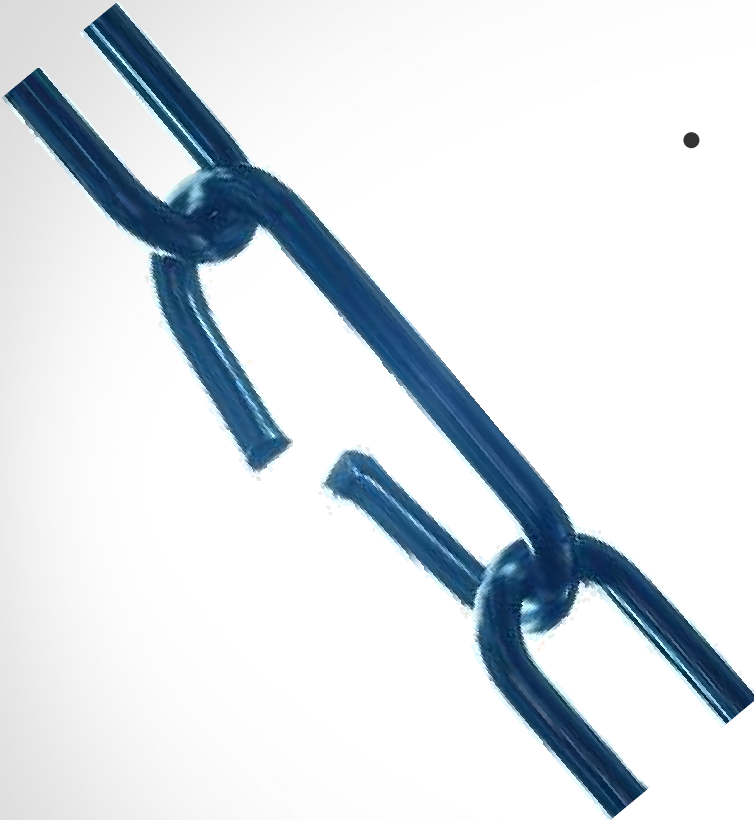


Health Plans/Payers are Trying...

- Offer multiple care management programs
- Experiment with personal health records and other technologies
- Offer decision-making tools
- New communications methods to members



...But Fall Short



- Shortcomings
 - Disconnected health tools
 - Fragmented communications
 - Health programs not coordinated
 - No Nurse Advice Line service back-up for acute health conditions

Improve Member Enlightenment With...

...a consistent, compelling user experience that encourages sustained interaction.

- One Web site reduces confusion, improves access to relevant health information, increases likelihood that health tools will be used
- Ongoing, personalized messaging
- Use email, text, chat to improve engagement of current members and attract disenchanting members who were troubled by impersonal messaging



Decrease the...

...cost to deliver care management programs.

- Shifts interactions to technology, lowers cost per interaction
- Cost savings achieved when members receive information via preferred channel
- Targeted messaging increases outreach response rate
- Plug-and-play technology ensures plans can choose existing technology and vendors
 - New features added over time without infrastructure reinvestment



Increase Efficiency, Efficacy of...

...**disconnected care management programs** by integrating data and sharing actionable information.

- Reduces time, frustration of duplicative data capture
- Enhances program, tool use by effectively targeting members for individual programs
- Impacts member behavior, decision making with consistent messaging, actionable information for all care management programs
- Integrate and share data with providers



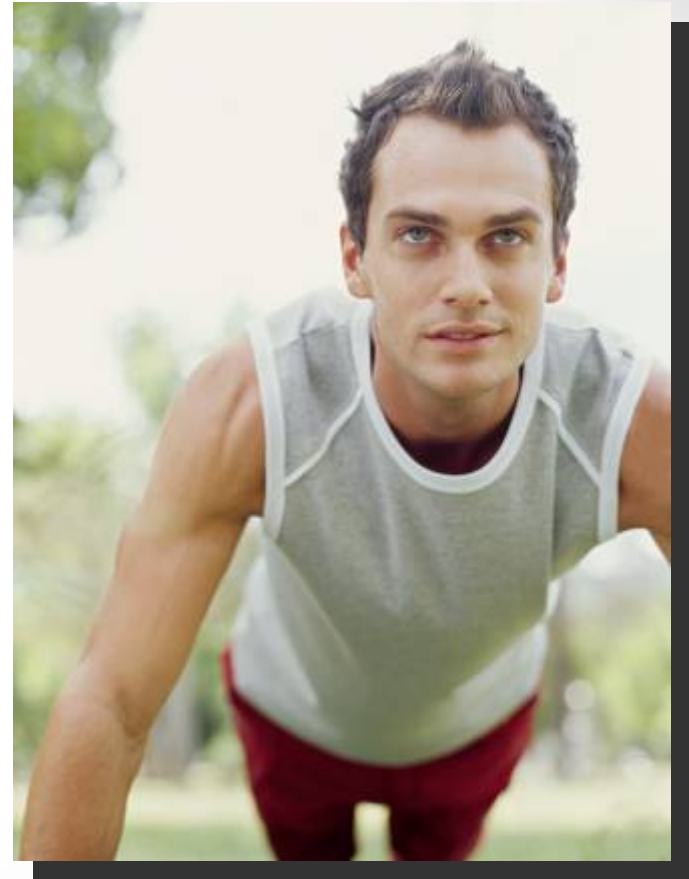
Solve Challenges

- Maximize the value of individual tools through component/module integration and coordination
- Member engagement leading to member self-direction
- Members who need extra help can talk to a nurse 24/7
- Plug-and-play enables use of existing payer assets



McKesson's Personal Care Navigator

- Population-based care management solution using health plan and member data to support education, engagement, decision making
- Across-the-board integration for:
 - Health and wellness
 - Decision support
 - Disease management
 - Nurse Advice Line
 - Healthcare navigation



The Value

Personal Care Navigator maximizes value of a payer's care management solutions by:

- Increasing member engagement
- Decreasing program delivery costs
- Integrating care management solutions



How It Works



Why It Works

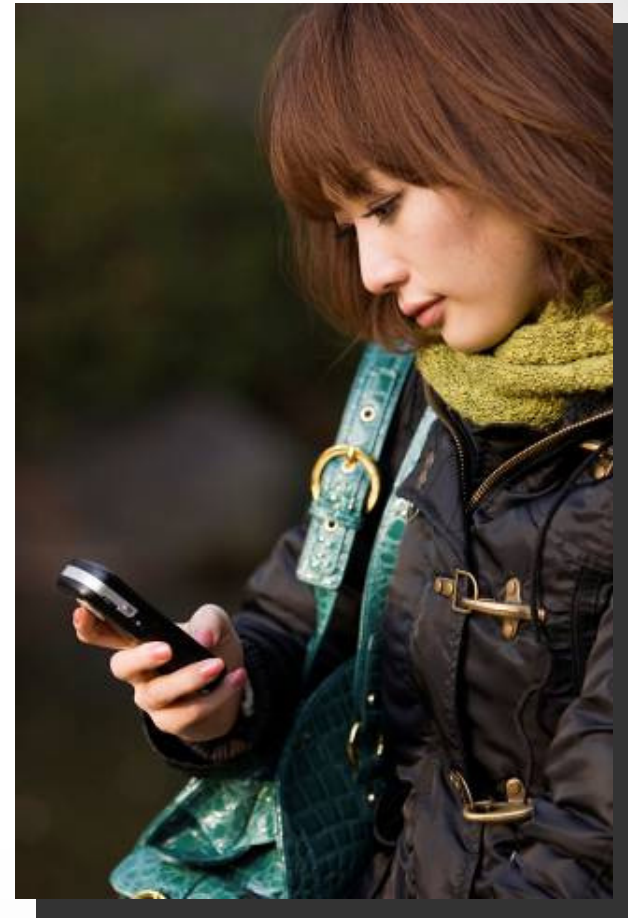


- Integrated Health Data Repository
 - Capture, compile member data from multiple sources
 - Members
 - Providers
 - Claims
 - Labs
- Use data to create actionable information to
 - Encourage member to use available resources/benefits
 - Identify and close gaps in care

Create Engaging Member Experiences

Personalized communication through multiple channels, according to member preference

- Secure Message Center
- Email
- Online
- Phone
- IVR
- Text
- Mail



Now or Later, the Service is Ready



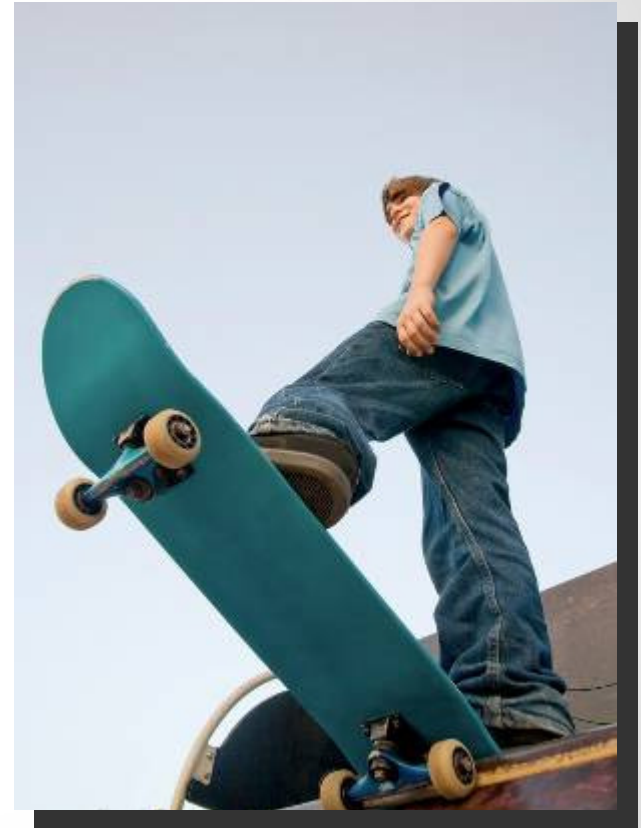
- Plug-and-play benefits
 - Ensures component/module integration and coordination
 - Improved member experience, retention and behavior change

Large Health Plan's Success and Member Engagement

- New registrations: 52,300
- Incentives
 - Health assessment certificates: 34,000
 - Well-child program participation (ages 2-17): 811+



Online Health Risk Assessments: HealthMedia®



Members are Talking



- “I think that you all are **on target** in helping people meet their ideal health goals by **providing the necessary tools** like tracking exercise, weight, coaching, progress, goals, etc. Plus these tools could help **keep people from becoming obese and costing health care insurance more money.**”
- “I really appreciate having the opportunity to take the assessment—**gave me lots to think about and I like the feedback** I got based on my answers!”
- “I am trying out different aspects of the site in areas I need to work on and have been quite satisfied with the suggestions. I am **now working on implementing the plan** into my regular routine.”

Thank You

If you'd like to speak with a HealthMedia® representative today to find out how we can help you achieve measurable outcomes that demonstrate improved productivity, reduced health care costs, and drive your business forward, please contact us by calling 734-623-0000, ext. 300 or email sales@healthmedia.com.

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