



Health  
**igniting**  
Performance<sup>™</sup>

HEALTH PLAN  
SOLUTIONS

What if you had a partner who could

# Ignite Your Business?

## Your Challenge

Health plans must face challenges head-on or risk being left behind. The question is not how to keep up, but rather **how to transform your business**.

This will require you to balance and leverage a daunting set of competing priorities in a way that positions you as a market leader.

HOW IS YOUR HEALTH PLAN WEATHERING THE STORM?



## Meaningful Integration

Leading health plans understand that integration is critical in order to survive in today's challenging marketplace. Just having the right pieces isn't enough; the key lies in how you *meaningfully integrate* your systems and initiatives together to deliver improved performance for your business.

We have extensive experience working with large and complex health plans using a variety of integration methods. This provides you with the flexibility you need and the experience and expertise required to achieve meaningful integration.

HOW WILL YOU INTEGRATE YOUR HEALTH PLAN'S SYSTEMS AND PROGRAMS TO IGNITE YOUR BUSINESS?



## Your Opportunity

With challenges come significant opportunities. New markets, new product innovations, and new scalable technologies; all of which have the potential to ignite your business.

Now is the time to seize these opportunities. **HealthMedia® can help transform your business with proven, integrated solutions that can grow your revenue, reduce costs, differentiate you in the marketplace, and increase member satisfaction and loyalty.**



“Kaiser Permanente has offered HealthMedia® programs since 2004, and we have seen **consistent participation increases year over year.**”

**Joe DeMilia**  
Sr. Product Manager,  
Healthy Lifestyle Programs  
Kaiser Permanente



“For us, the future... continues to be very exciting. I feel like **we've just touched the surface in what we can do** with the HealthMedia® digital programs.”

**Ann Baker**  
Director of Clinical Program Development  
Blue Cross Blue Shield of Michigan

## A Unique & Proven Partner You Can Rely On

You can trust HealthMedia to help address many of your challenges while also enabling you to seize opportunities for today and tomorrow.

### High Participation & Engagement

We offer an unmatched set of capabilities, expertise and unique insights to help drive breakthrough engagement and participation among your members.

### Proven Outcomes Delivered

Positive outcomes *start* with effective behavior change. We're experts at delivering real behavior change outcomes to impact your business performance.

### Scalable

We impact member health at a fraction of the cost of offline methods – enabling you to scale to your entire population.

### Easy to Work With

**Our relationship with 26 health plans serving 32 million members proves our ability to serve as a strategic business partner.** We work with 7 of the top 10 health plans in the country including Kaiser Permanente, Aetna, and 10 Blue Cross Blue Shield organizations.

### Unique Insights & Expertise

**Our 4.5 million member database includes exclusive behavioral and attitudinal health information you won't find anywhere else.** This proprietary resource can provide you with unique insights to help pinpoint areas of concern, create new and innovative solutions, and further reinforce your role as a trusted advisor to your members and employer customers.

### Experienced & Credible

We are founded on 30 years of behavior science and academic research in partnership with the University of Michigan. We are proud of our role over the past eight years in helping Johnson & Johnson in their goal to create one of the world's healthiest workforces.

### Quality & Compliance

We work collaboratively with you to support your commitment to achieving quality and compliance standards as defined by:

NCQA Accreditation\*, HEDIS Measures, STAR Ratings, CAHPS Scores, HIPAA Compliance, GINA Compliance, and MLR Requirements.



\*HealthMedia® NCQA Certifications can be found at [www.healthmedia.com/health\\_plans/opportunity.htm](http://www.healthmedia.com/health_plans/opportunity.htm)

## We Can Help You IGNITE Your Business

### OUR PROVEN OUTCOMES

#### Improve Your Financial Strength

**DECREASE** costs

**EXPAND** revenue

**OPEN** up new market opportunities

**IMPROVE** efficiencies

#### PROOF

Digital Health Coaching has been shown to: **Reduce average medical costs by \$757** per member, per year<sup>1</sup>

**Deliver \$284 annual savings** in direct and indirect costs per person, per year<sup>2</sup>

Reduce claims costs by **\$350 per year** for participants<sup>3</sup>

#### Differentiate Your Plan

**GROW** membership

**IMPROVE** clinical and economic outcomes

**DEMONSTRATE** meaningful integration that delivers results

**DRIVE** high member engagement and participation in wellness and care management programs

**HELP** to enhance provider relationships and empower their effectiveness

#### PROOF

A Blues health plan was able to **increase their membership by 10% in one year**<sup>4</sup>

A large Blues plan **won several new employer clients** when they added Digital Health Coaching to their "Platinum" product<sup>5</sup>

#### Improve Member Satisfaction, Loyalty & Retention

**DRIVE** high member engagement and participation in wellness & care management programs

**STRENGTHEN** your brand value

**PROVIDE** more seamless experience with health outreach programs

#### PROOF

Kaiser Permanente has seen consistent increases year over year in Digital Health Coaching participation. **In 2010, they saw a dramatic 98% increase in HRA participation**<sup>6</sup>

A randomized control trial done by a leading national health plan showed participants reporting a **24% higher satisfaction** rating with their health plan<sup>7</sup>

One national plan was able to **retain two Fortune 200 employer customers** supported by the results of our Digital Health Coaching solutions<sup>8</sup>

\*Source references can be found at [www.healthmedia.com/health\\_plans/outcomes.htm](http://www.healthmedia.com/health_plans/outcomes.htm)

# Mapping **Our Solutions** to Your Needs

Our mission is to deliver superior behavior change outcomes to our health plan customers; outcomes that improve member health and reduce costs. We have a comprehensive suite of solutions to support your customer and member population.

Our Solutions, Services & Expertise	ENGAGEMENT & PARTICIPATION SOLUTIONS	•	•	•	•		•		•	•
	INCENTIVE MANAGEMENT	•	•	•			•	•		•
	WEB PORTAL	•	•	•	•	•				•
	HEALTH RISK ASSESSMENT OFFERINGS	•	•	•	•	•	•	•	•	•
	PRODUCTIVITY ASSESSMENT	•		•		•				•
	DIGITAL HEALTH COACHING	•	•	•	•	•	•	•	•	•
	TELEPHONIC HEALTH COACHING	•	•	•	•	•	•	•	•	•
	ACTIONABLE DATA INSIGHTS & REPORTING	•	•	•	•	•	•	•	•	•
	DATA ANALYTICS	•	•		•		•	•	•	•
	INTEGRATION CAPABILITIES	•	•		•	•	•			•
	MOBILE	•	•	•	•	•		•	•	•
	CONSULTING & RESEARCH	•	•			•	•	•	•	•
	STRATEGIC ACCOUNT MANAGEMENT	•	•			•	•	•	•	•
		BEHAVIORAL HEALTH	CARE MANAGEMENT	CONSUMER	IT & INFORMATICS	PRODUCT & DEVELOPMENT	PROVIDER & NETWORK MANAGEMENT	QUALITY & COMPLIANCE	SALES & MARKETING	WELLNESS
Health Plan Stakeholders										



## Let Us **Help You Ignite** Your Business

We welcome the opportunity to learn more about the specific challenges you are facing and how we can work together to help ignite your business. To find out more, or to hear firsthand from our current health plan customers, visit [www.healthmedia.com/health\\_plans](http://www.healthmedia.com/health_plans).

**Call us today 734-623-0000, ext. 300  
or email [info@HealthMedia.com](mailto:info@HealthMedia.com).**

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