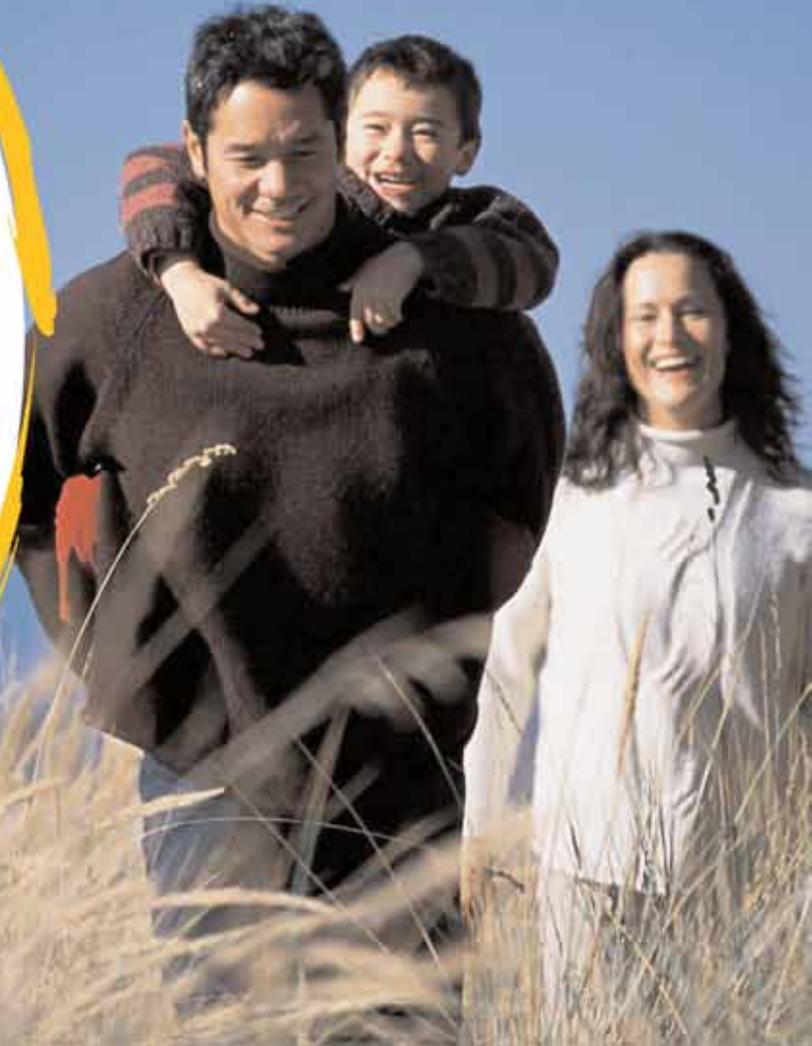




ACTIVEHEALTH
MANAGEMENT.

New Services to Help UMP and Aetna Public Employees Plan Members Manage their Health



Shaping the Future of Healthcare

- Governor Gregoire's Five Point Plan
 - Emphasize evidence-based care
 - Promote prevention
 - Manage care for chronic illness better
 - Create more transparency
 - Make better use of information technology
- Improving healthcare quality ultimately reduces healthcare costs for everyone

About ActiveHealth

- Founded by a physician
- Helps patients and their doctors take full advantage of evidence-based medical knowledge
- Combines clinical expertise with technology to get the right information to the right doctors and patients at the right time
- Helps doctors and patients work together more effectively
- Provides programs that have been proven to improve patient care and reduce healthcare costs

Programs/Services Offered to All UMP/Aetna Enrollees

- Care Considerations - personalized communications to patients and physicians to improve the quality of care
- ActivePHR - online Personal Health Record

Informed Care Management Telephonic Nurse Coaching for Actives with Certain Chronic Conditions

- Diabetes
- Coronary Artery Disease/Ischemic Heart Disease
- Congestive Heart Failure

Who's Eligible?

UMP and Aetna Public Employees Plan Members

	Care Considerations	Personal Health Record	Health Coaching
Active employees, non-Medicare retirees, dependents age 18+	X	X	X
Dependents under age 18	X	X*	
Medicare retirees	X	X	

*Minor dependents cannot access ActivePHR directly. However, a parent/guardian will have access to the minor's PHR with the exception of sensitive diagnoses.

Key Program Features

- Voluntary
 - Individuals can choose not to participate at any time
- “Free” to the member
 - Included with medical benefit
- Confidential
 - Information is maintained on ActiveHealth servers
 - ActiveHealth complies with federal and state laws
- Consistent
 - Same programs, processes for UMP and Aetna enrollees

How ActiveHealth Makes a Difference



Care Consideration Outreach to Members

Email alert to check their PHR



- “Please log on to your Personal Health Record and review your Alerts. An alert was posted on 8/3/2008 ...”
- Health information is NEVER put in the email.

Letter mailed to member's home



Calls from nurses



- Standard part of health coaching
- Other members may be called on occasion

A Quick Look at ActivePHR

Member-specific Alerts, including Care Considerations

Calendar with email reminders

Members can give their doctors access

Immunization record, new patient form, emergency wallet card

Information from claims and from the member

The screenshot shows the ActivePHR website interface for a user named Nancy Test. The page features a green header with the date 'May 27, 2008', language options for 'English' and 'Español', and links for 'Help' and 'Sign Off'. The main content area is divided into a left sidebar and a main content area. The sidebar, under the 'HOME' heading, contains a 'Message Center' with links to 'My Alerts', 'My Messages', 'My Calendar', 'Health Record', 'Health Tools', 'Health Care Team', 'Documents & Forms', and 'Account Info'. The main content area displays a 'Your Logo Here' placeholder, a 'Welcome, Nancy Test' message, and two prominent alerts: 'You currently have no alerts' and 'You currently have no appointments', both with a 'View My Calendar' button. Below these is a 'My Health Record' section with a 'Go to My Health Record' button. A footer contains navigation links (Home, About ActiveHealth Management, Privacy Policy, Security Statement, Contact Us, Research), a copyright notice for 2008 ActiveHealth Management, Inc., and a disclaimer about the information's intended use.

Informed Care Management (ICM)

- Each member has a personal registered nurse
 - Average of 20 years experience
 - Family members can request the same nurse
- Registered dietitian also available to members
- Process begins with a brief assessment
 - Information may generate additional Care Considerations
- Personal plan developed for each member
 - Education, motivation, support
 - Help member take an active role in working with their doctor
- A follow-up letter is sent after each call

Communications to Members Targeted for ICM

- Telephone calls to member's home
 - Automated, with the option to opt out and talk to a live person
 - From a customer service rep who will connect the member to a nurse
 - Note: In the event an enrollee cannot be reached at home, they may receive a call at work.
- Informational mailings to member's home
- Eligible members can also self-refer to ActiveHealth
- < 5% of enrollees expected to be targeted

Program Launch Strategy

Build awareness among plan members before Informed Care Management and Care Consideration outreach begin

Key Dates

July 7	- Intro letter from UMP/Aetna mailed to subscribers' homes
Mid July	- Health Counts! Article
August 1	- Detailed welcome brochure mailed to subscribers' homes - Information posted on UMP/Aetna member websites
Mid August	- ICM outreach begins to targeted members - Care Considerations begin mailing to members' homes

ActiveHealth Contact Information for Members beginning August 1, 2008

- Informed Care Management (Nurse Coaching)
888-227-6539
Mon. - Fri. 6:30 am - 8 pm PST
Sat. 8 am - 1 pm PST
- Questions about Care Considerations received by members
800-319-4454
Mon. - Fri. 8:30 am - 5 pm ET
- ActivePHR
www.activehealthphr.net/hca

In Review

- Programs offered
 - Care Considerations
 - ActivePHR
 - Informed Care Management for certain chronic conditions
- Voluntary
- No additional cost to the employee
- Private & confidential
- Communications to subscribers begin July 7
- Programs begin August 1