



The Medical Neighborhood-One employer's experiment

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Intel: Leading Silicon Innovator



Vision

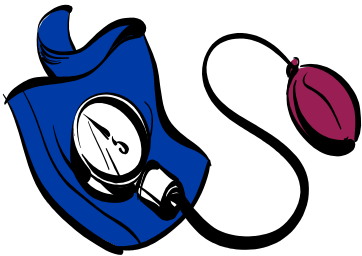
This decade we will create and extend computing technology to connect and enrich the lives of every person on earth.

- Approximately 100,000 employees worldwide
 - 300 facilities in 50 countries
 - \$53.3 billion in revenues (2012)
- 6th Most Powerful Brand and 8th Most Recognized Brand
- Fortune 100 Best Companies to Work For
- 2011 US Health Spend: ~\$460M
 - Enrollment: 45,884 employees, 75,266 dependents
 - Major US sites: AZ, CA, MA, NM, OR, TX



Background: 2006 to 2011

- Strategic focus on embedding **wellness** and embracing health **consumer engagement**
- Successfully used all common levers



Wellness

60%

Participation



Consumer Plans

70%

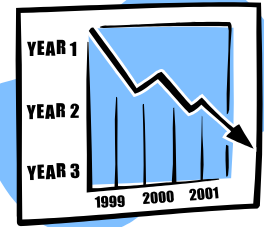
Enrollment



Onsite Care

5

Centers

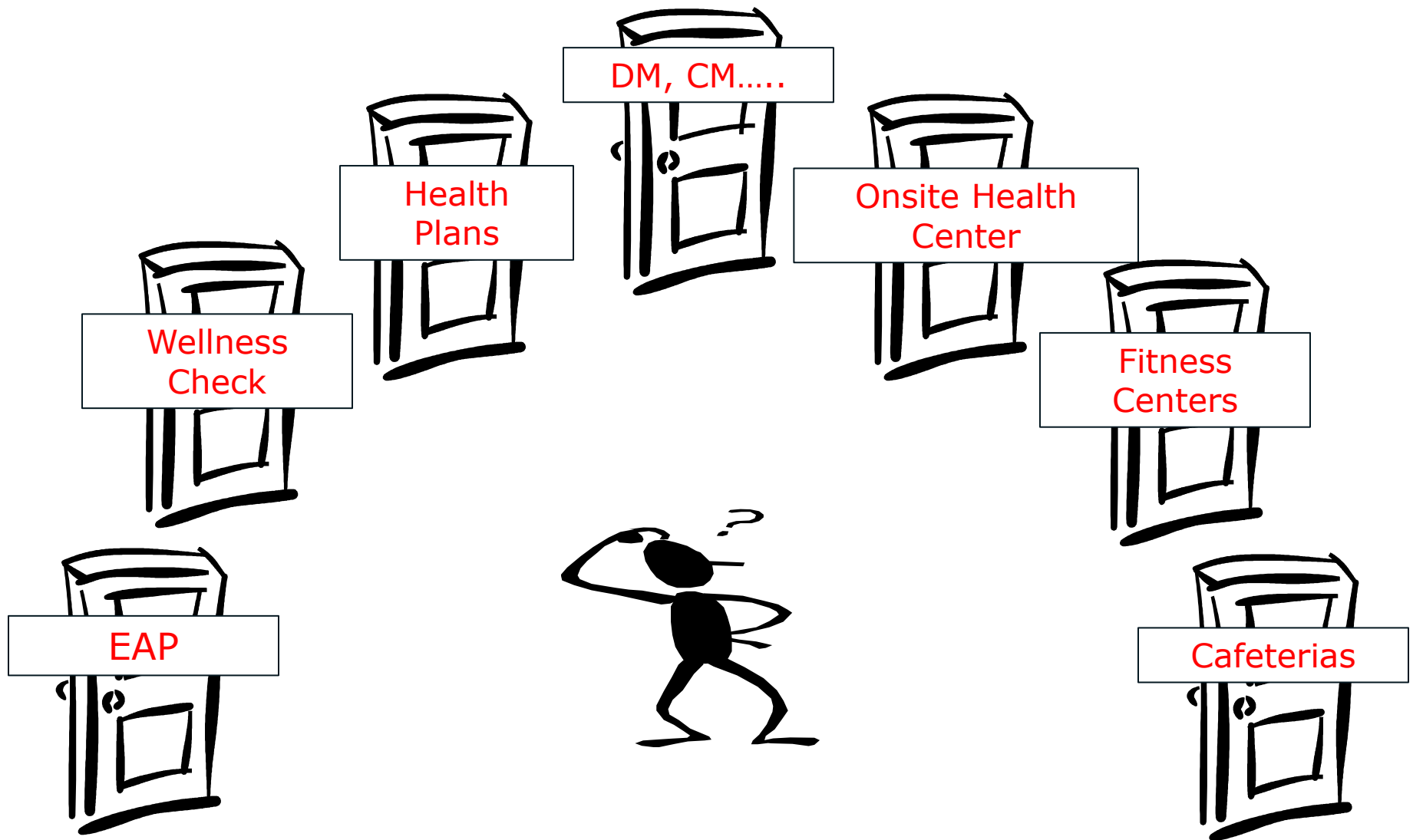


Below Average

4

Year Trend

What we've created



Our New Bold Vision

**We have the healthiest workforce on the planet
and
Healthcare is a strategic business and people advantage for Intel**

Strategic focus:

- a. Our highest-need members get highest-touch care
- b. Custom care delivery:
 - Integrate on-site clinics
 - Reward patient-centered primary care
 - Use evidence-based medicine
 - Applies efficiency (Health IT and LEAN)
- c. Plan design supports using all engagement levels
- d. Create supportive healthy work environment

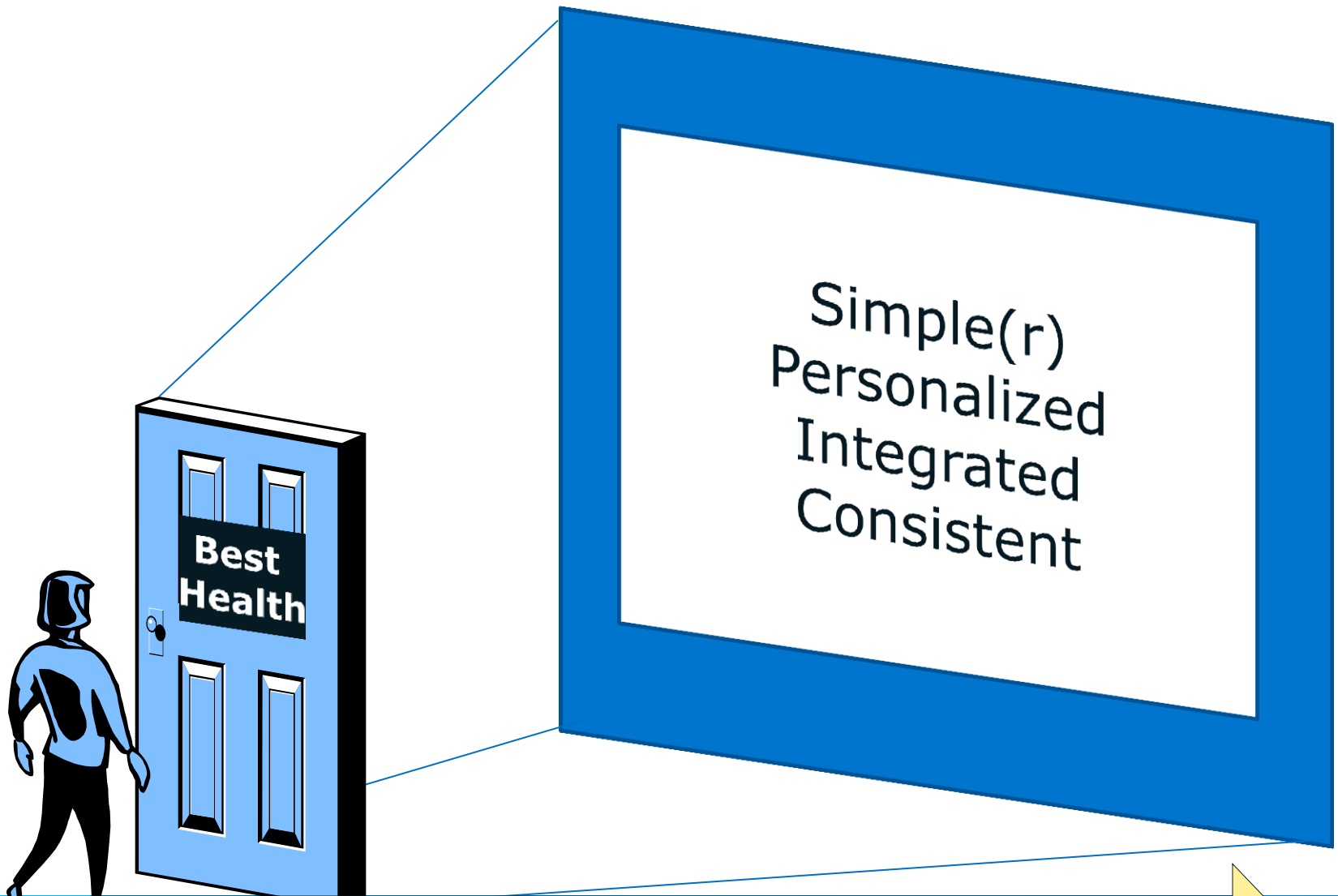
Future of Healthcare at Intel

Personalized

Distributed

Coordinated

The Vision-Interpreted



If we build it, would they come?

Breaking thru the Entitlement Mentality

Know Them



Understand what they
really want

Shape the Path



Make the right choice easy

Communicate



Emphasize value not
Features

Leading the Way¥ 17%

Know Them- Top Ten Insights

In it for Fun
26%

1. More than half highly engaged but 1/3 say "not now"

2. Tension between work environment and wellness

3. Health is a priority but often action takes a backseat

4. Perception of health is higher than actual health

5. Quality, cost and choice are most important

6. Technology helps but does not replace in-person care

7. Chronics struggle with lifestyle barriers at higher rates

8. Site/segment responses highlight need for personalization

9. Lifestyle penalties might be OK but not me!

10. Doctor is #1 change motivator but few exercise influence

Value Independence
16%

Need a Plan
6%

Not Right Now
34%



Deeper analysis will help us understand our population and be the key to our success

Get thru day 2%

Shape the Path



Confront Reality **Uncomfortable**

Make the right choice easy **Hard**

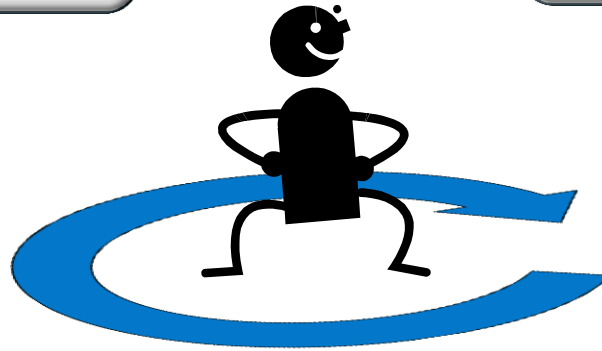
Engage the delivery system **Harder**

Create a safe culture **Hardest**

Communicate

Employee Perspective

Start Early

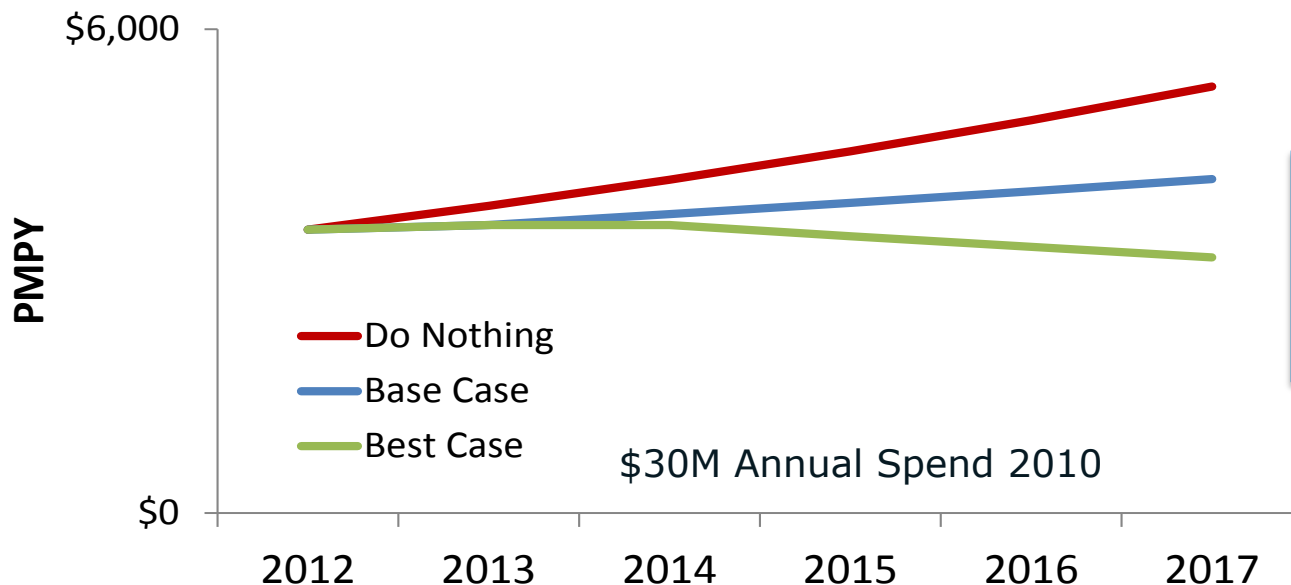


Keep it Simple

Leverage Trusted Sources

Results to date

- Effective Collaboration
- Flawless implementation
- 60% enrollment in desired (Connected Care) plans
- Expected 5-year ROI:



Total Cost Savings
2013-2017 = \$20-24M
NPC savings \$8-10M

