



PREVEA *360* health plan

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Prevea Health
Green Bay, WI



A Better Kind of Health Plan

PREVEA *360*
health planSM
centered around you

A Better Kind of Health Care

324%*

*WI Health Insurance Health Rankings 12/19/2012

Dean Health Plan

- Wisconsin based provider owned/led managed care organization since 1983
- Largest HMO in Wisconsin with over 300,000 members enrolled in commercial group, individual, ASO and governmental programs
- NCQA Excellent Accreditation since 2001
- JD Power Award for Highest Member Satisfaction among Commercial Health Plans in Minnesota-Wisconsin Region 2009, 2010, 2011, 2012
- Membership retention over 95% each year

DHP Background

- Dean Health Plan (DHP)
 - Has acted as an ACO for over 16 years
 - Provider owners take the risk
 - DHP manages that risk
 - By working the value proposition to achieve highest quality at the lowest cost

Quality & Service

J.D. Power and Associates

2011 U.S. Member Health Insurance Plan StudySM.

- 3 Consecutive Years Highest Member Satisfaction for Wisconsin-Minnesota Region

Consumer Assessment of Healthcare Providers and Systems (CAHPS)

- #1 among local competition - Overall Rating of Health Care
- #1 in WI - Overall Rating of Personal Doctor
- #2 in WI - How Well Doctors Communicate

11th Consecutive NCQA Excellent Accreditation

Corporate Report – Best Health Insurance Carrier

- 4 years in a row
- Votes by businesses in south central Wisconsin

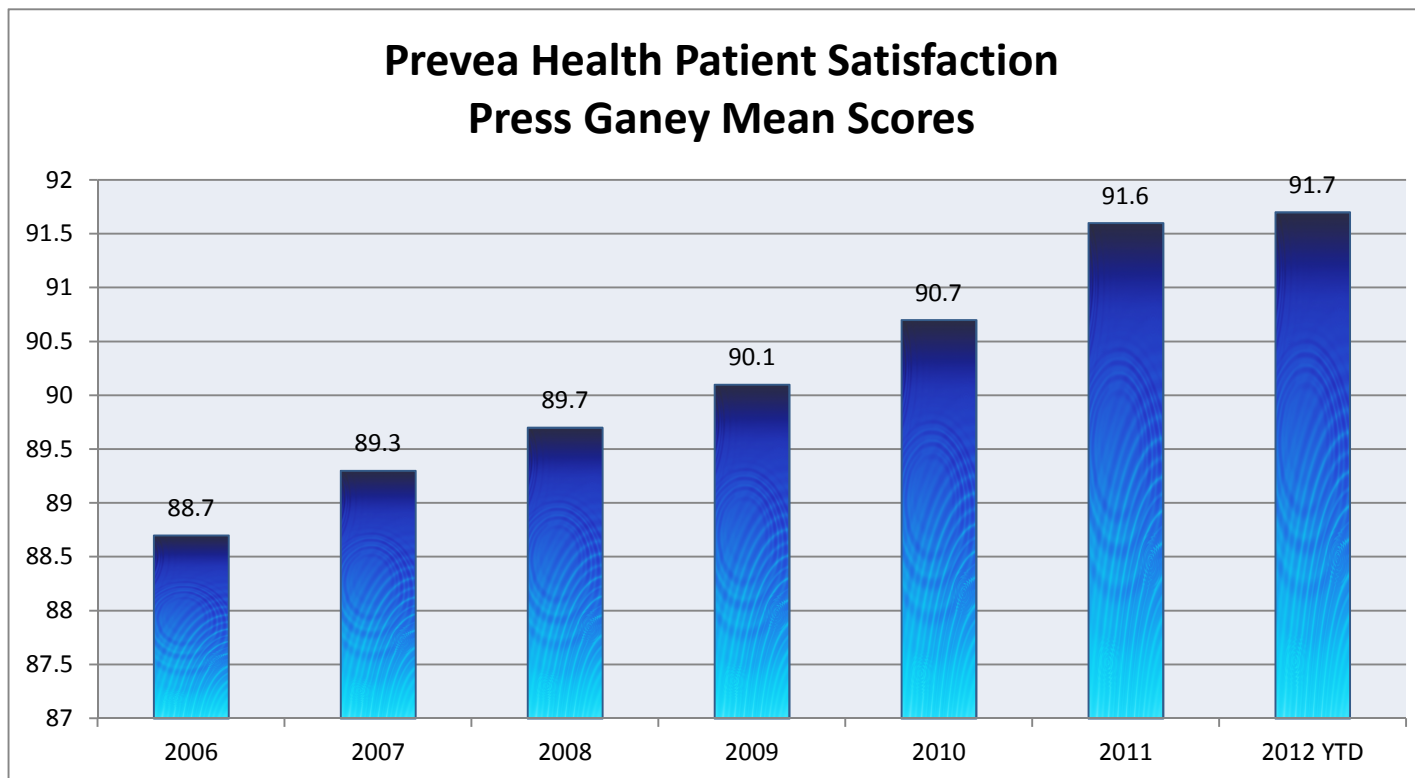


Prevea Health

- Founded in 1996 with 70 physicians
- Now with 192 physicians, 300+ total providers, 1400 employees.
- Serving Northeast Wisconsin and Sheboygan from 23+ sites
- 50+ specialties and subspecialties
- In 2009, entered into PSA with St. Vincent Hospital and St. Nicholas Hospital
- With our hospital partners we have 48% of the inpatient market share in Green Bay and Sheboygan

History of Service

- First Wisconsin Clinic to win a Press Ganey Success Story Award



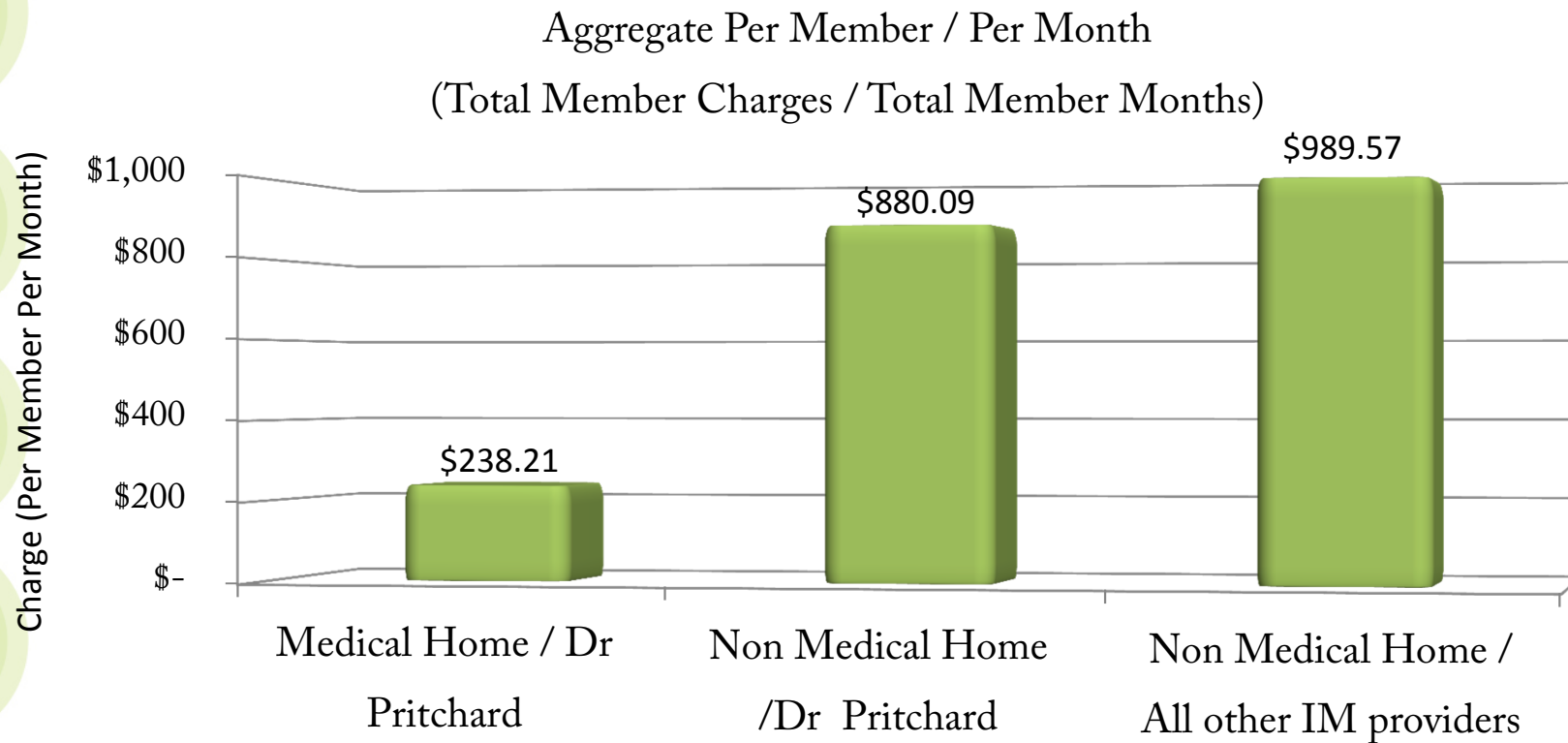
Quality and Value

- First medical home locally to receive NCQA accreditation
- One of nine organizations in the country that the NCQA choose to pilot ACO accreditation with
- First physician group and hospital system to launch EPIC locally
 - Prevea October 2002
 - Hospitals January 2012

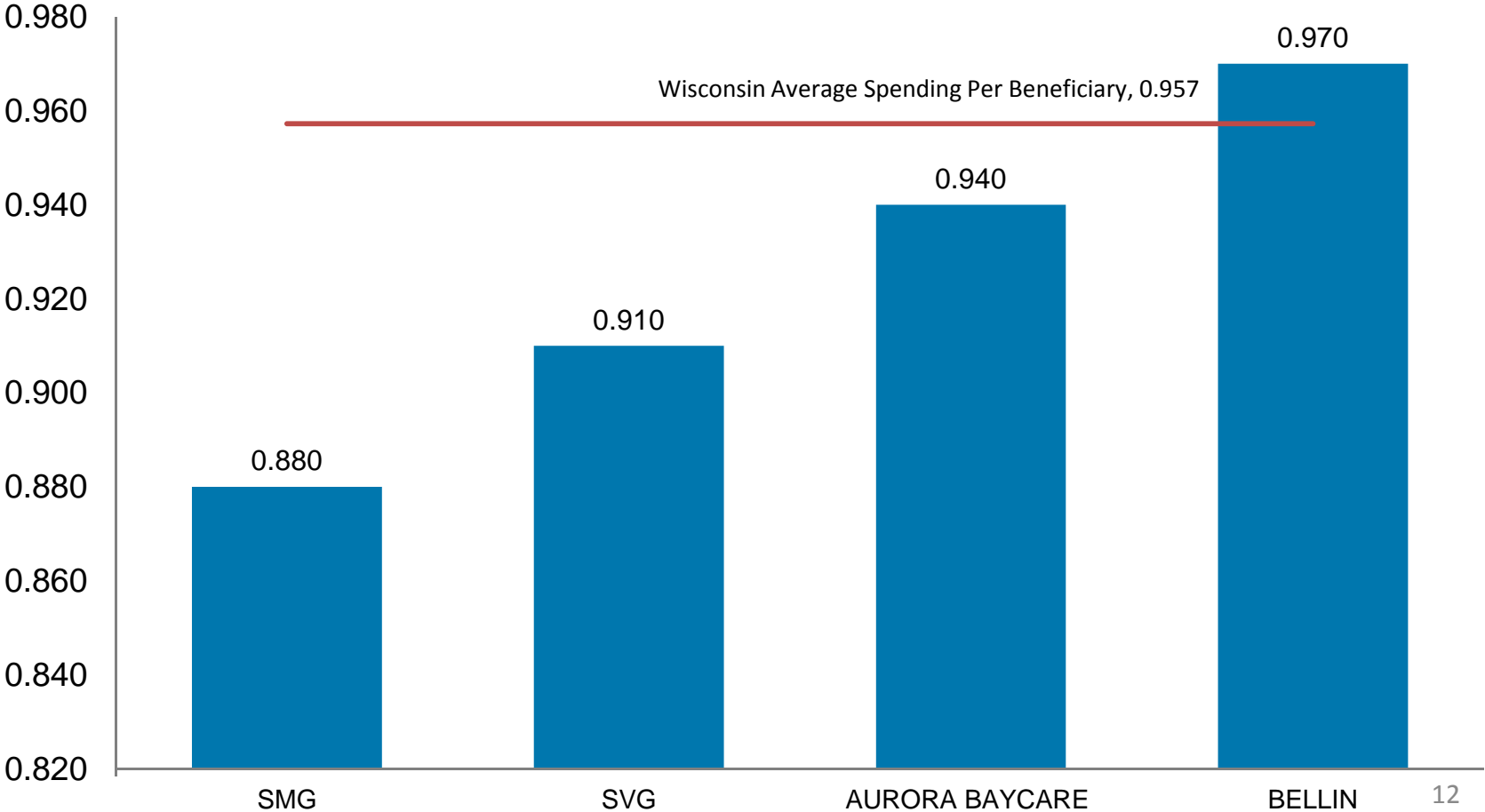
Integrated, Physician-led Coverage and Care

- Doctor Patient Relationship
 - HRA and Biometric Testing
- Members of integrated plans have better understanding of and satisfaction
- Phytel Proactive Patient Outreach

The Value Story



The Value Story

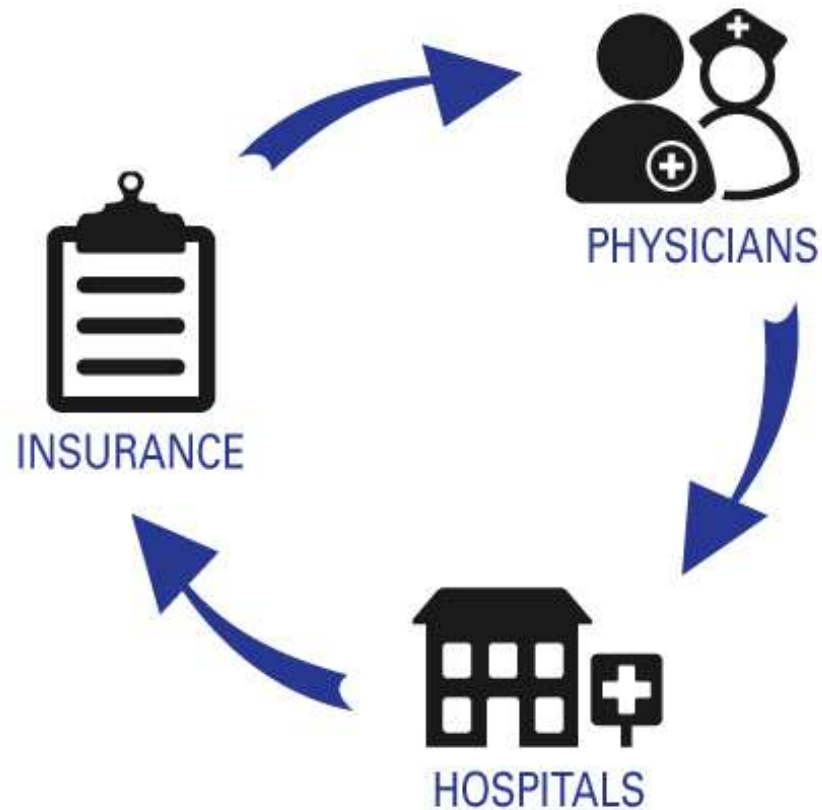


Partners – Common Vision

- Why Dean and Prevea/HSHS working together will be a game changer in the market?



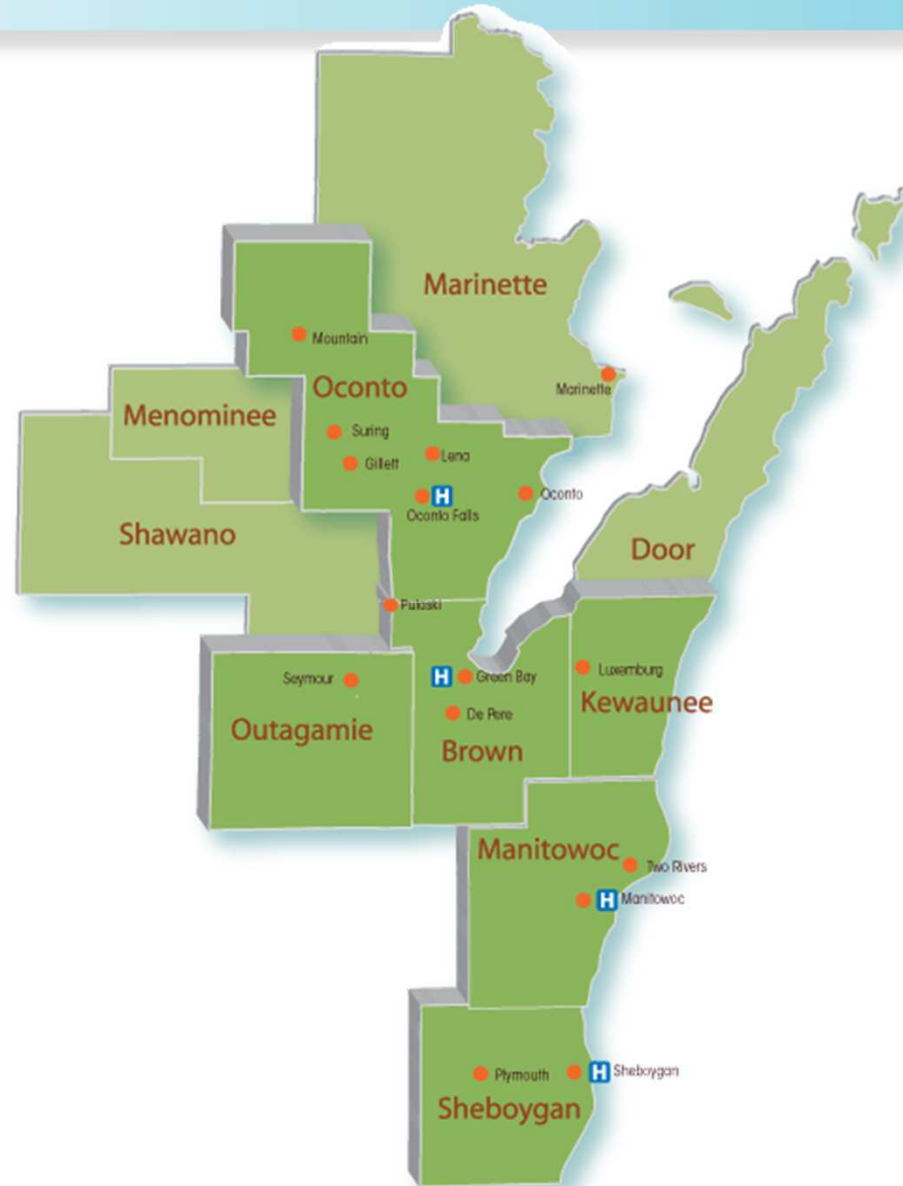
Integrated Coverage and Care



Prevea360 Health Plan

- Patient-Centered provider owned/led
- Prevea360 integrated system approach aligns incentives to deliver the right care at the right time in the right setting
- Our offerings that are designed to support continual wellness efforts
- Quality, Service, Expertise, Infrastructure
- A model that focuses on providing the best care at the lowest cost to patients.
- Prevea360 is a plan developed to serve people in this community by people who live and work locally
- *Keeps business dollars local. Profit of Health Plan does not go out of state.*

Prevea360 Network



Today's Business Environment

- **Businesses are struggling**
 - In 2012, total health care costs per active employee, on average, are expected to reach \$11,664, up from \$10,982 in 2011
 - In fact, employers pay 40% more for health care than they did five years ago

What Can Business Do?

- Identify cutbacks
- Change insurance offerings, higher deductible
- Create a wellness committee
- Offer HRAs...then what?

- Time to refocus Strategy for reducing healthcare costs

Top Healthcare Strategies for 2013

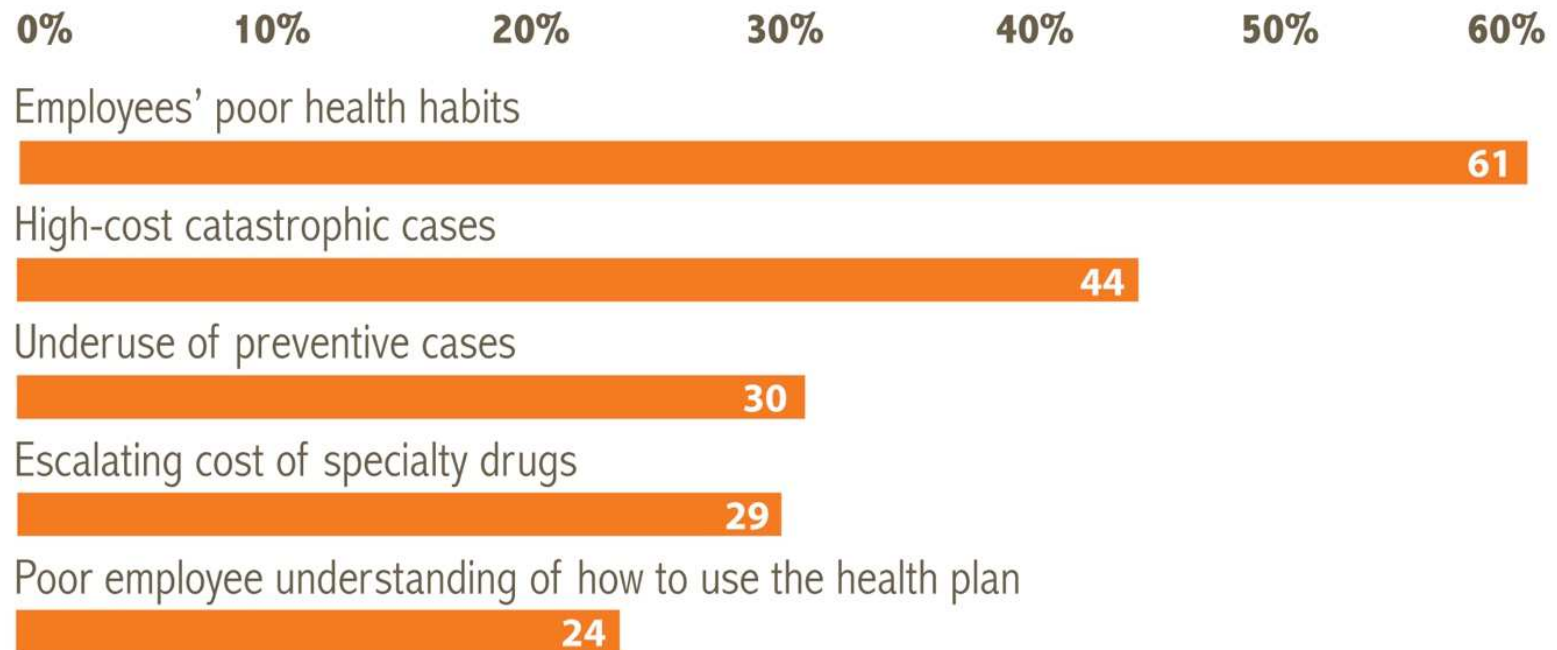


Top Healthcare Strategies for 2013



Challenges Ahead

Biggest Challenges to maintain affordable benefit coverage



Create a New “Playbook”

- Engage employees in living healthier lifestyles
- Provide them with the tools and resources they need to lead healthy, productive lives
- Support behavior change and encourage healthier lifestyles
- Measure results – a data driven approach
- Increase employee accountability

Prevea's *V*ision

- Truly “partnering” with our best paying customers
- Prevent risks from becoming claims
- Be your company's wellness resource
- Spend less, but all in one place



LEAD WELL

Prevea Health & Wellness

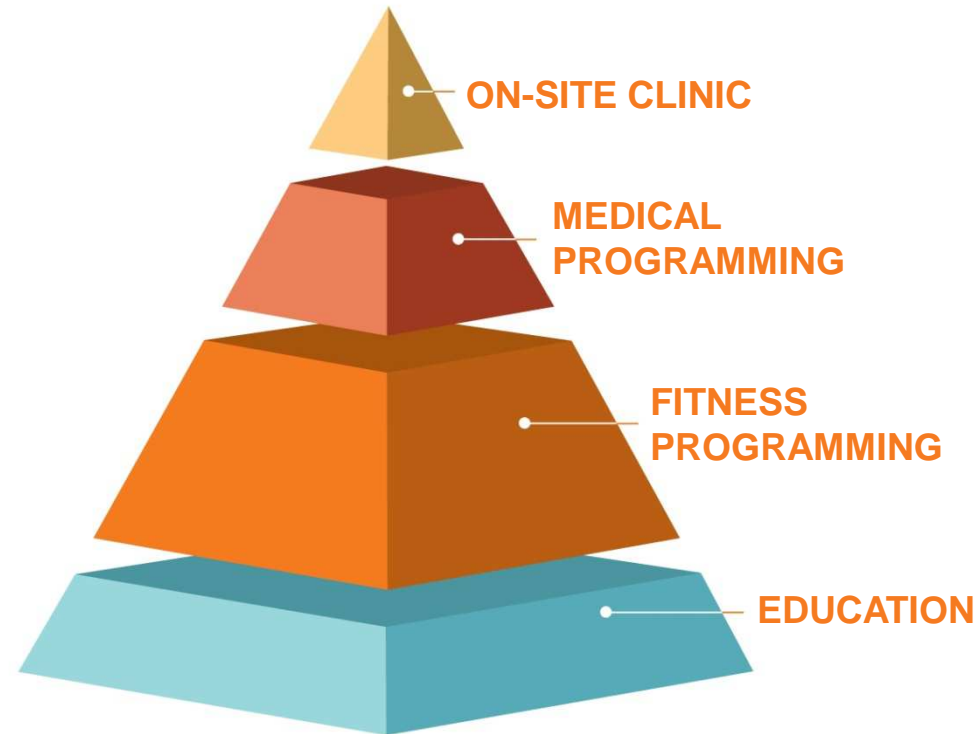
LeadWell



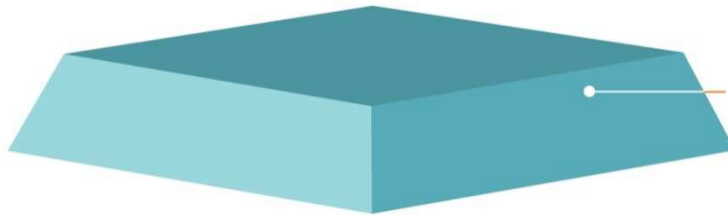
Unique Offerings

- GetFit on-site fitness classes
- On-site health & wellness clinic
- On-site medical screenings
- HRA result analysis
- One-on-one nutrition services from a Registered Dietitian
- Healthier U chronic disease programming
- WellSaid educational series

Health & Wellness Pyramid



Education

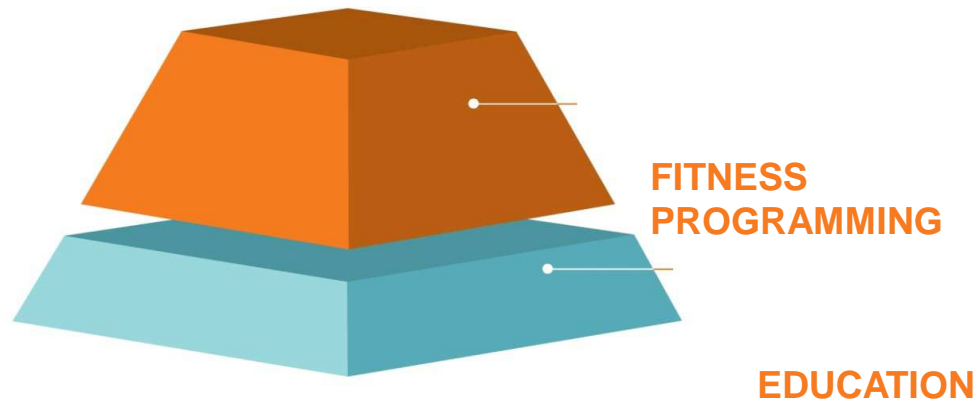


EDUCATION

Designed to enrich quality of life in just one lunch hour at your worksite. The series covers a full range of nutrition, fitness and health topics.

Fitness Programming

- Get Fit
 - Exercise designed for the beginner
 - Classes provided on-site
 - Create an active lifestyle
 - The purpose is to lose inches & weight



GETFIT

ON-SITE FITNESS PROGRAM

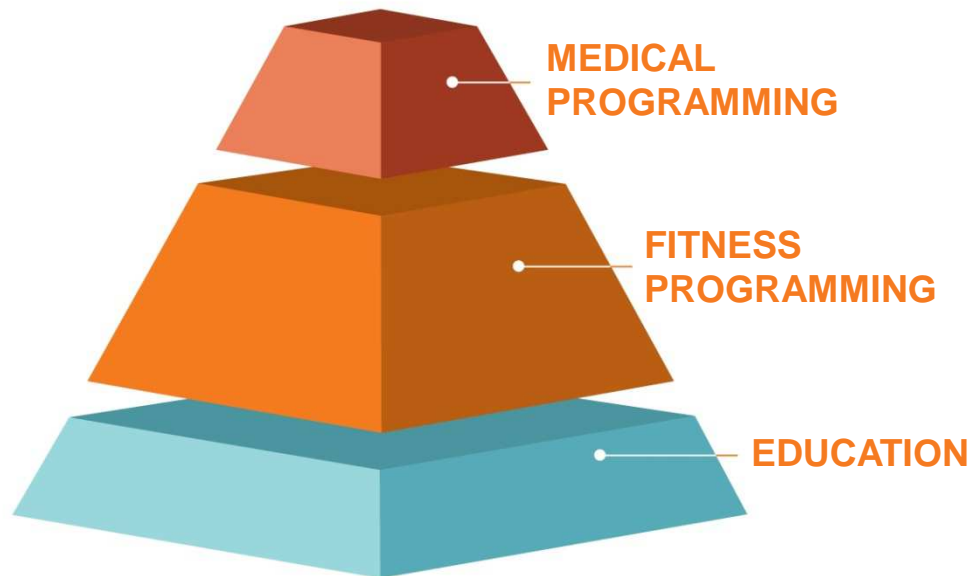
Bringing fitness, nutrition, and wellness education to business with GetFit... a unique on-site program from Prevea Health & Wellness.

- Customized on-site fitness programs are designed specifically for your company's needs, by one of Prevea's Health & Wellness specialists.
- Employees will learn the right steps to start and maintain a successful wellness program.
- Education includes fitness instruction on exercise with minimal equipment, basic education on nutrition, and the skills needed to maintain a healthy lifestyle.

For information on GetFit go to leadwellth.com or call 800.374.6449.

PREVEA Health & Wellness WESTERN

Medical Programming



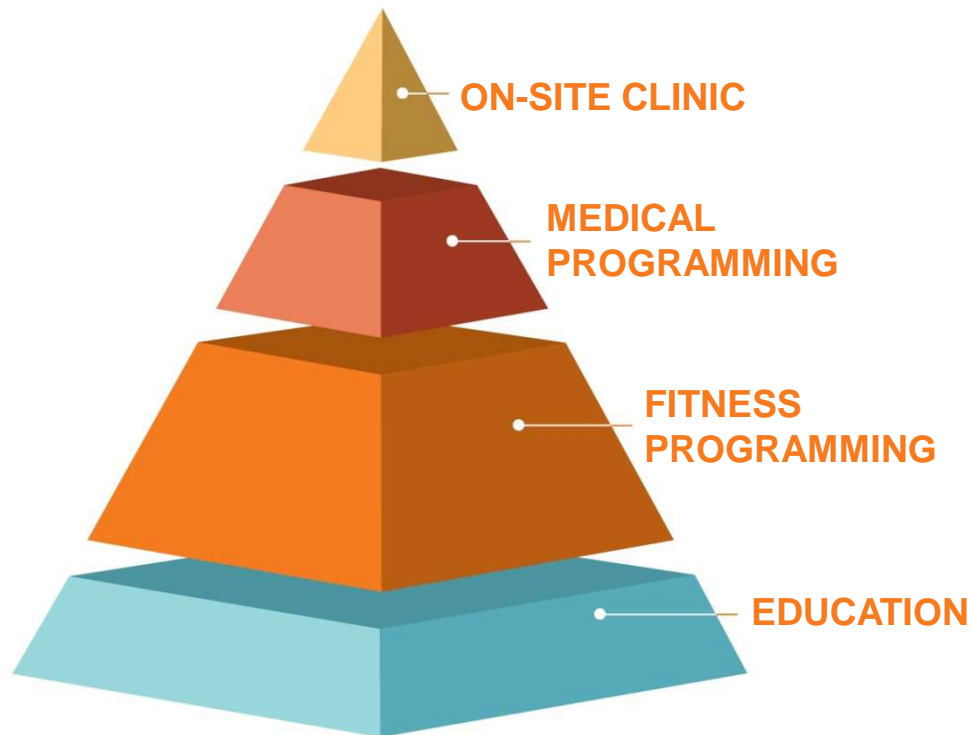
Healthier U

Guided on-site by an integrated wellness team, participants commit to a 12 week session that combines lifestyle education with exercise programming. All designed to better manage their health

Each individual determines their own “Smart” health goals

They work one-on-one with a registered dietitian, personal trainer, and life coach

On-site Health & Wellness



On-site health & wellness clinics can reduce the employer's health plan costs for physician and emergency room visits, while reducing absenteeism associated with minor illness that go untreated.

On-site Medical Clinics

- Preventive and acute health care
- Nurse Practitioner and Physical Therapist do all services within scope: blood draw, register patients
- Therapy services are typically musculoskeletal complaints and work related injuries
- Treating Chronic Conditions
- Clinics are tailored to companies individual needs
- On Site Epic
- Some used by Family Members



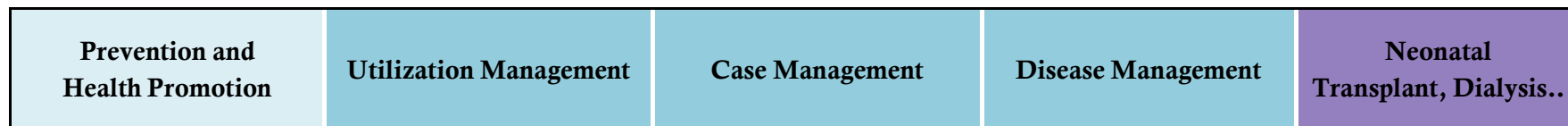
LEADWELL
Prevea Health & Wellness

+ PREVEA *360*
health plan

LeadWell + Prevea360

- Delivering unique offerings
- Fun with future
- Discounts
- Pricing
- Design process involves Prevea & Employer

Prevea360 Population Health Management Continuum



<ul style="list-style-type: none"> • HRA • Biometric Testing • Web Tools • Coaching • Referral • Target Mailings & Health Promotion 	<ul style="list-style-type: none"> • Prior Authorization • Concurrent Review • Discharge Planning • Retrospective Review • Code Review 	<ul style="list-style-type: none"> • Complex Cases • Education • Resource Coordination • Negotiation 	<ul style="list-style-type: none"> • Chronic Disease Cases • Education • Behavior Change • Medical regimen adherence • Complex Rare Diseases 	<ul style="list-style-type: none"> • Specialty Network • Complex Case Management
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MVP Background

- Began in June 2008 with Medical Cost Trend Committee Business Plan
- Focus on efficiency improvements using benchmarking analysis (Milliman data) to identify opportunities
- In 2010, committee changed name to Medical Value Program and increased focus on quality initiatives as well as efficiency.

MVP

- Medical Value Program
 - Data driven process to find areas for improvement across the system (hospital, clinic, health plan) and increase chances for success (higher quality equals lower cost)
 - National and regional efficiency and quality benchmarks used to identify opportunities
 - Driven by committee of system CMOs and COOs
 - Leverages an established culture of continuous improvement at Prevea/HSHS

MVP

- Medical Value Program
 - Improved analytics using claims, financial and EHR systems input
 - Rigorous project management approach utilized
 - Average of 15-25 initiatives in flight at any time
 - Consistently manage and monitor cost, quality, patient satisfaction
 - Cost curve bent while maintaining quality and patient satisfaction

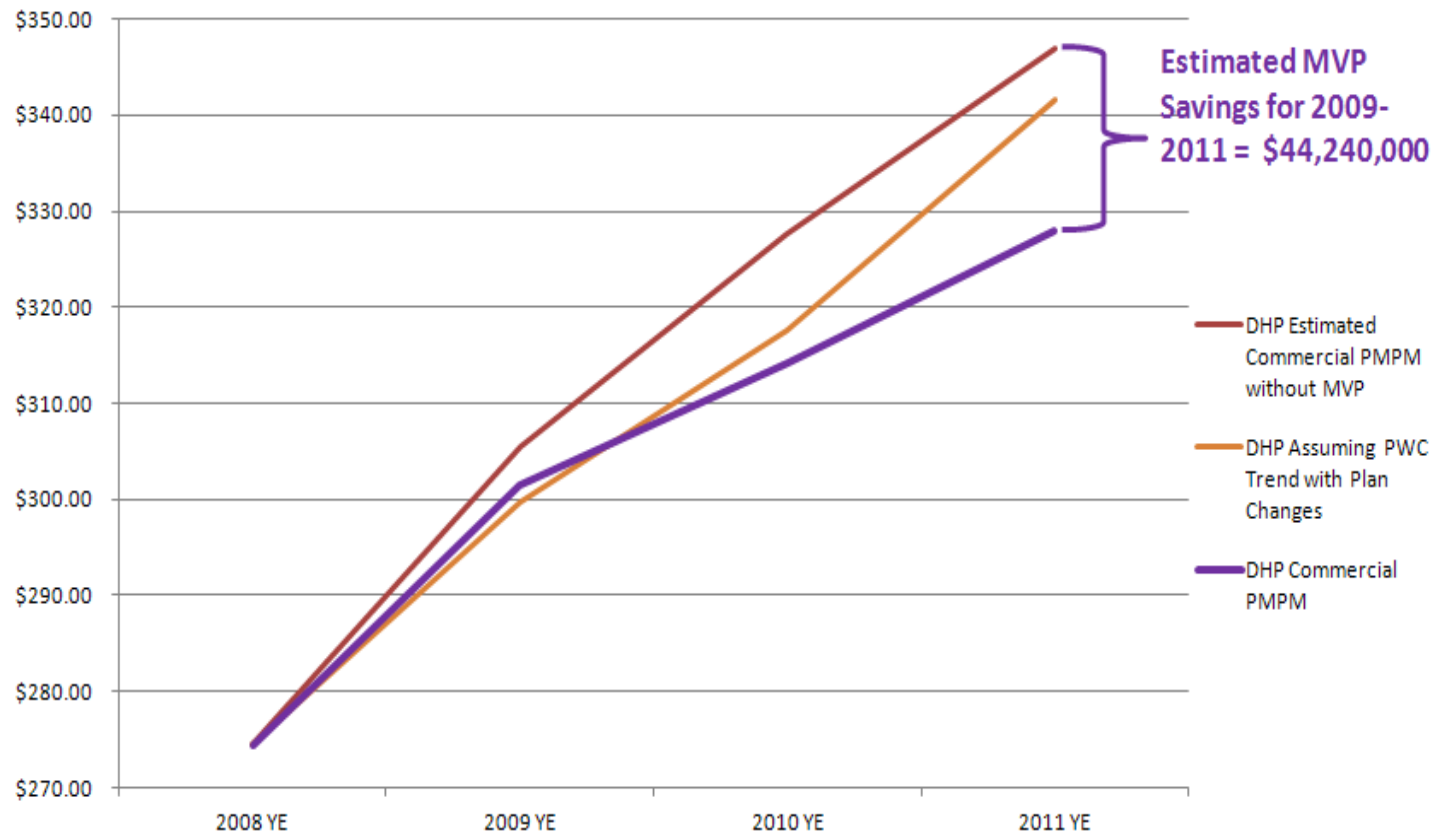
MVP examples

- Medical Value Program
 - Improved joint replacement post op care
 - # of patients discharged to SNF down 76%.
 - Readmission declined by 29%
 - Established joint education program to improve patient satisfaction on discharge
 - Pharmacy cost avoidance improved
 - Utilization of 90 day prescriptions increased from 9% to 28%
 - Generic Utilization increased from 71% to 83%

MVP Program Strengths

- Cross System committee of leadership participants
- Meets with operational entities monthly
- Dedicated analytics and project management team
- Unique program that is a selling point to customers
- Goals are established for each program with measurable metrics
- 2012 Financial savings Goal was \$20 million

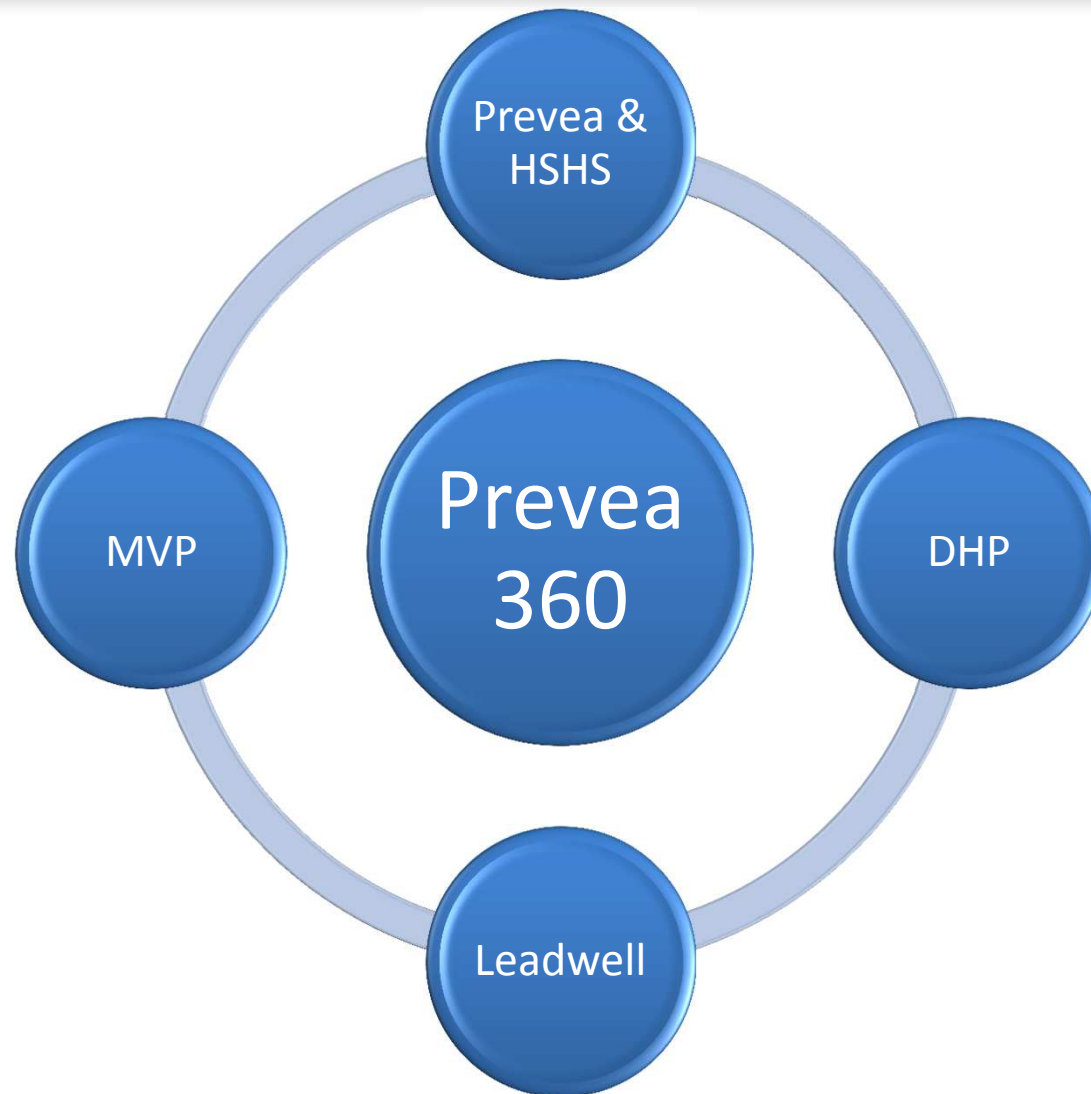
MEDICAL VALUE PROGRAM



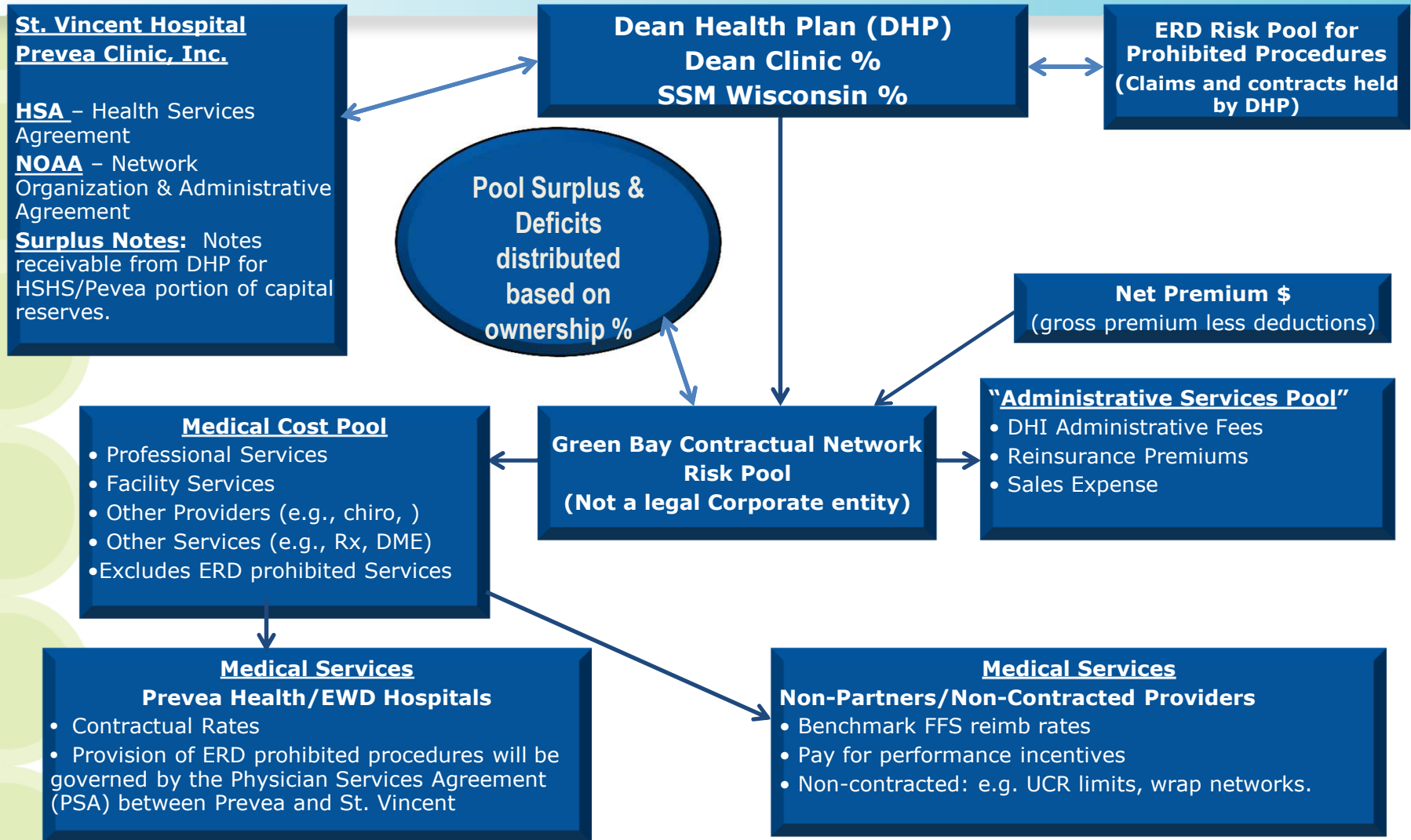
PMPM is for reference purposes only and is based on Commercial pool

The total 3 year DHP trend of 19% compares to 32% for Milliman

Bringing it Together



The Structure of Prevea 360



Product Offerings

- Plan Offerings
 - Network
 - POS
 - PPO – Only for employees who live outside of service area or are in “fringe” counties
- Plan Offerings
 - Network – Copay Plus, Classic, HSA
 - POS – Choice
- Individual Market
 - www.ehealthinsurance.com

Before Go Live

- Contracting language
 - Insurance Details within HSA
 - Termination Clause
 - Prevea/Hospital employees
- Financial Projections
- Provider Manual
- Percentage of Ownership
 - How much risk?
- Ethical Religious Directives (ERD) services
- Reimbursement Rates
 - Steerage Protection
 - Negotiating our own rates

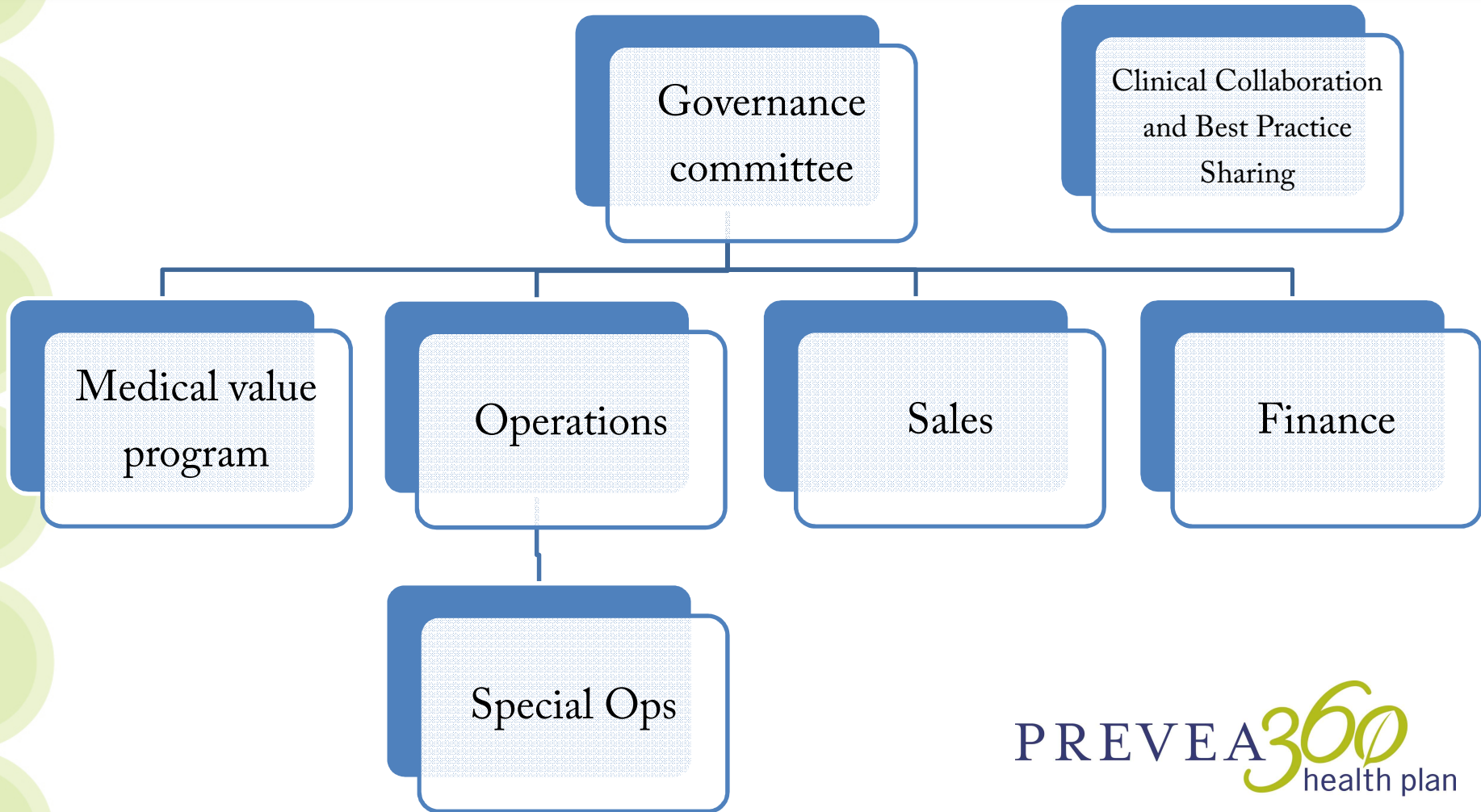
Before Go Live

- Selling it to our Physician Shareholders
 - What do we call it?
 - Focus Groups
 - Answering “Why would we do this again?”
- The concept of Volume to Value
- OCI Approval
- Building the “Coordinated” Network
- Numerous Board Approvals

After Go Live

- Differences in Markets
- Still Building the Network
- Prevea's Employee Insurance
 - Understanding the differences
 - Selling why we did it
- Volume

Prevea 360 Governance and committee structure



Thank You

Questions?

PREVEA *360*
health plan