

A DIFFERENT PERSPECTIVE

Disease Management Program



BETTER OUTCOMES + TOTAL LOWER COSTS = EVERYONE BENEFITS.

It's important to realize **medical management practices change** over time

That's what prompted us to take a hard look at the latest evidence surrounding the efficacy of Disease Management programs. We are making some adjustments to our program based on this information so we can maximize the program's effectiveness for your employees and offer the greatest value to you.

The bottom line?

We want to help your employees and your business by supporting better management of the five chronic conditions responsible for approximately 75% of healthcare costs.¹

Of our participants in Disease Management, **95%** have one or more of these five conditions.²

- 1** **ASTHMA**
- 2** **CORONARY ARTERY DISEASE**
- 3** **CHRONIC HEART FAILURE (CHF)**
- 4** **CHRONIC OBSTRUCTIVE PULMONARY DISEASE (COPD)**
- 5** **DIABETES**

¹Centers for Disease Control and Prevention.

²Premera 2011 internal data.

We're focusing on **chronic conditions**, that **through coaching**, can bring about marked improvement.

Five years ago, the Disease Management industry promoted the addition of less common chronic conditions such as back pain and acid reflux disease as a way to include a broader population in their programs. Since then, evidence has demonstrated that the greatest opportunity for clinical and cost improvements lie with the five conditions we plan to offer:

- **Asthma**
- **Coronary Artery Disease (CAD)**
- **Chronic Heart Failure (CHF)**
- **Chronic Obstructive Pulmonary Disease (COPD)**
- **Diabetes**

We've learned that some **conditions** are **better helped** through other means

IF THERE IS CONCERN THAT A CONDITION IS NO LONGER BEING COVERED IN OUR NEW DISEASE MANAGEMENT PROGRAM, IT'S DUE TO ONE OF THESE REASONS:

- Conditions like cancer, end stage renal disease (ESRD) and chronic pain can be better managed through case management.
- In addition, some of the conditions our previous Disease Management program covered had few behavior modifications that could be coached, and the dropout rate was high.

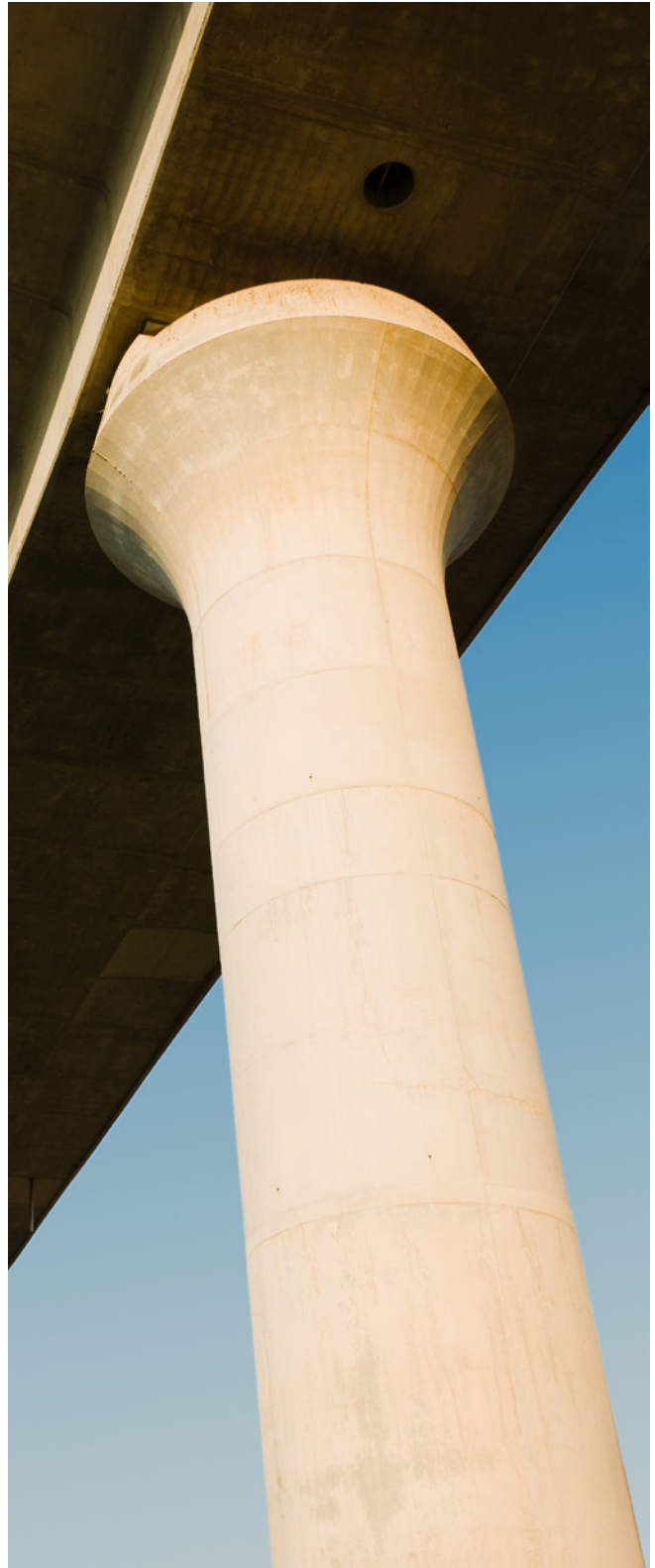
Our focus will be on identifying opportunities earlier to assist in slowing or preventing the progression of these five chronic conditions. This allows you to invest in preserving the health and productivity of your employees rather than paying for the expense of unmanaged conditions.

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Premera Disease Management Fast Facts

- **Earlier interventions** We see advantages in shifting to a more integrated and efficient model because it provides earlier interventions, broader engagement and measurable results.
- **Primary health coach model** A designated personal health support coach will maintain an ongoing relationship with the member. This is an advantage over programs where members talk with a different person each time.
- **Improved interviewing techniques** A motivational interviewing technique will be used to identify existing barriers to behavior change. Our health coaches will use widely accepted techniques, tools and resources to deliver personal health support to program participants.
- **Risks more tightly prioritized** We will be able to better prioritize risks, using a consistent method of communicating with the member, and address clinical and behavioral factors in a tightly co-managed process.
- **Integrated Case and Disease Management** Full integration of people, processes and systems will allow personal health support coaches to have an expanded view of the member's health.
- **Program is now in-house to serve you even better** Beginning in first quarter 2012, onsite coaching staff will provide Disease Management services.
- **Improved reporting** Timely reports will be available to all self-funded groups regardless of size.

Ask your account manager for further information about our new Disease Management program.



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