



Healthy working. Healthy living.

November 18, 2004

presented by:
Frank A. Martin
Chairman & CEO

Health Information Strategies



Presentation Overview

- Market Drivers
- Evolution of Health & Productivity
- Impact of Technology
- Care Coordination
- Questions & Answers

I-trax Vision Statement

I-trax is a leading **integrated health and productivity management** company.

We provide **wellness, disease management, and on-site services** that **improve overall health** while **reducing the cost** of care.

We are the **only comprehensive solution** specifically designed **for every individual** regardless of **location**.

Healthcare Costs Continue to Rise

- Benefit expense spiraling out of control
 - 11.2% average increase in 2004.
 - Employers are paying twice as much than six years ago
 - 5 years of double digit increases
 - Annual cost increases expected to be as high or higher through 2008.
 - Prescription drugs are the fastest growing component of healthcare spending
 - Annual increases range from 10% to 20%.
- US Cities with highest healthcare costs: New York, Houston, Dallas, Boston and Minneapolis

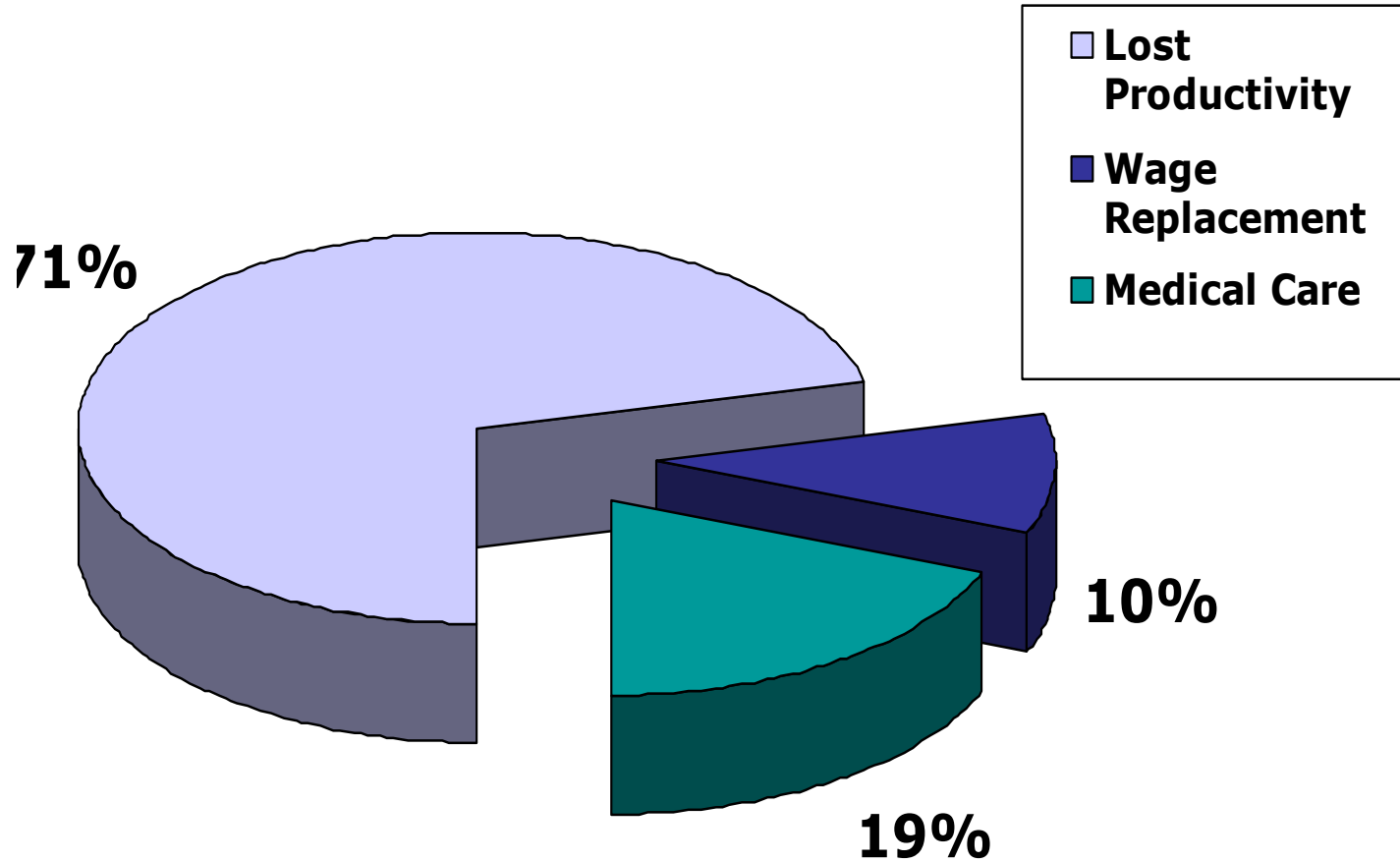
Source: Towers Perrin HR Services: 2004 Health Care Cost Study; Hewitt Associates – 2003; KFF/HRET Survey of Employer-Sponsored Benefits:1999-2004

Productivity Costs

- Occupational injuries and illnesses - \$117 billion annually
 - \$96 Billion (82%) were non-medical costs such as administrative expenses, productivity losses, and employer costs.
- Absenteeism - \$250 billion annually
- Reduced Productivity due to ill health at work
 - 80% of women and 70% of men, reported at least one episodic or chronic episodic health condition in the previous two weeks
 - 7.2% of women and 5.3% of men missed a day of work in the last two weeks for a health reason

Source: National Safety Council – 2000
AdvanceAPS - 2004

Full Costs of Health and Productivity



Source: IBI Full-Cost Benchmarking Study – 2002 Benefits Data

Health & Productivity Management

- The joint management of the many types of programs and services designed to address all dimensions of employee health
- Prevention programs and services and those that employees may access when they are sick, injured, or balancing work/life issues.
- These include medical benefits, disability and workers' compensation programs, employee assistance programs (EAPs), paid sick leave, health promotion and occupational safety programs.
- HPM also refers to activities meant to enhance morale, reduce turnover, and increase on-the-job productivity

Why Health & Productivity Now?

- Healthcare costs continue to rise, no end in sight
- Employers must focus on more than medical costs alone to make progress (Lost Productivity 3x more costly than medical care alone)
- Important to examine the broader picture – encompass health-related productivity
- Implement focused wellness initiatives that impact health of employees to gain real cost savings and competitive productivity advantages
- ROI

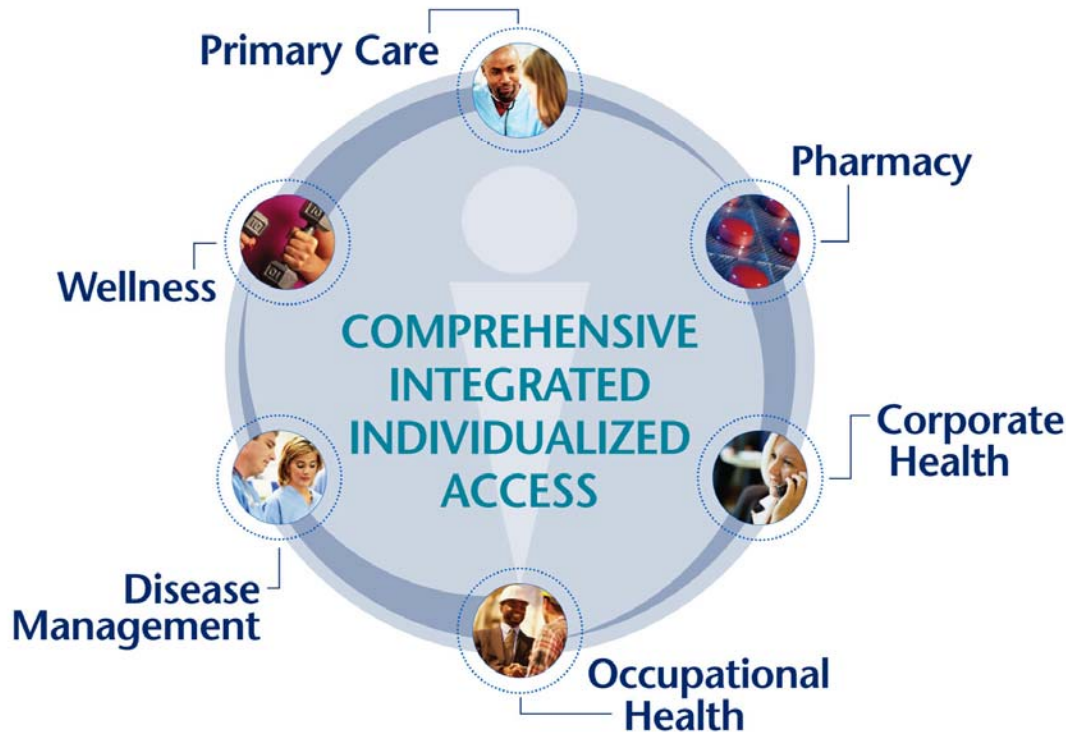
3:1 ROI for traditional Medical Management/Case management

6:1 ROI for Integrated and Coordinated initiatives with DM, Disability/WC management, worksite Health Promotion/Health Management with Employee Incentives

??? ROI for Integrated & Coordinated care among DM and overall Care/Case Management along with incentives for employees, doctors and employers

Source: “The Impact of Wellness Programs Upon Health Care Costs” – WBGH/IBI (November 2003)

Comprehensive, Individualized, Integrated, Access



Comprehensive

- Full range of individualized services

Individualized

- Programs are tailored to each and every individual

Integrated

- Coordinated Systems and Resources focused improved care of the individual

Access

- On-site services plus 'Anywhere Access' to reach 100% of individuals

Impact of Technology

Technology enables better use of resources

- Target optimal conditions and patient groups
- Improve patient compliance and treatment plans
- Links members of care team for efficient communication

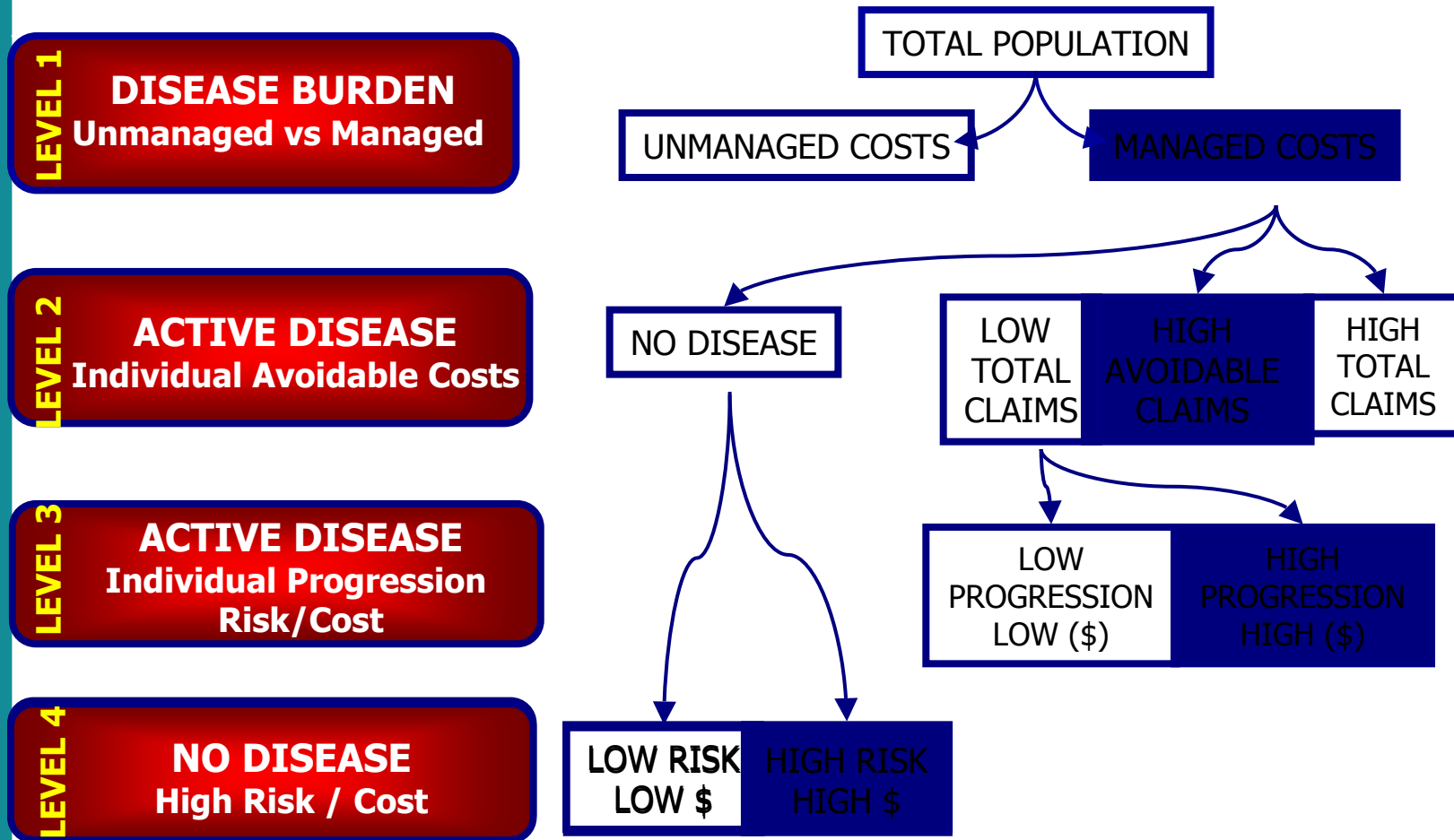
Through technology we are able to provide our clients:

- An integrated suite of integrated offerings that can be used as individual components or together as a comprehensive solution
- The ability to focus on the prevention and management of disease and illness; lowering the direct and indirect costs of health related benefits, while at the same time improving employee health, satisfaction, and productivity
- A high degree of flexibility and multiple entry points to fit their specific needs
- *Individualized* care programs through on-site services and “anytime, anywhere” access
- Solutions that are specifically designed to reach ALL people within an organization, regardless of physical location

Impact on Care

- Patients have 24/7 access to medical information online or through telehealth services
- Patient communication with care givers to report vital signs, symptoms and other medical information
- Ongoing monitoring of patient status
- Forums to facilitate patient communication
- Ability to reach larger populations with the most appropriate care plans, reserving traditional disease management for the sickest patients, while providing prevention/wellness programs for others.
- Active Provider involvement in the care process

Predictive Health Science



Care Coordination Platform

- **Medicive®**

I-trax's database architecture supports overall Care Coordination Platform

- **Health-e-Coordinator™**

Web-based care management portal

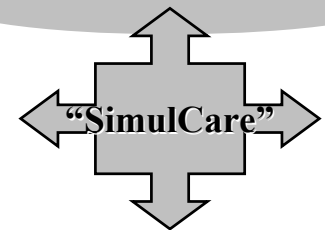
- **MyFamilyMD™**

Private-labeled Consumer health management portal

-- Leverages Cooper Clinic/
WinningHabits Wellness content

- **CarePrime®**

Physician / Clinic health management portal w/ Secure Messaging





Wellness Center

CLICK HERE

Bulletin Board Links



▼ TODAY'S HEALTH NEWS ▼

- **** Cancer Awareness Month ****
- Early Detection is Key! View common health tests to consider.
- **** Stress Awareness Month ****
- Feeling Stressed? Click here for strategies to help reduce stress.

HEALTHY RECIPES

Click Here

Virtual Trainer

Sat


Partly

Cloudy
89°
62°

PHARMACEUTICALS



Enter Drug Name

 Internet



Welcome Alexis Cobble

[My Inbox](#)
[Wellness Center](#)
[Health Resource Center](#)
[Personal Health Record](#)
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FITNESS

Today's News

- Crunch Your Way to a Tighter Midsection
- Don't Forget Your Rewards of Exercise
- Cross Training For Fun And Fitness
- Don't Be A Sore Loser

Fitness Tip of the Day

Take time to stretch calf muscles before and after exercise; or just stretch calves several times ...

Fitness Watch

- What's Hot/What's Not
- Equipment Best Bets
- Sports Medicine

Sport Specific Training

- Baseball/Softball
- Basketball
- Biking
- Football
- Golf
- Running
- Soccer/Rugby
- Swimming
- Tennis/Racquet Sports
- Volleyball



Video Fitness Tips

Week of 5/9 to 5/15

- | | |
|-----|------------------------|
| Sun | Specific warm-ups |
| Mon | Cycling efficiency |
| Tue | Advice to swimmers |
| Wed | Bend at the hip |
| Thu | Work the wrists |
| Fri | Stand tall |
| Sat | The Safest Exercise |

Resource Library

Search our archives for additional info.

Exercise Log

- Exercise Logging System

Strength Training

- Training Tips
- Virtual Trainer
- FAQ's

Aerobic Training

- Training Tips
- Target Heart Rate
- Individual Activities
- Group Training
- FAQ's

Flexibility


- Training Tips
- FAQ's

Fitness Assessments

- Before You Begin
- Heart Rates
- Body Composition
- Cardiovascular Test
- Strength Test
- Flexibility Test
- Basal Metabolic Rate



Welcome
Leslie Davids

0 New Messages  INBOX

Choose a Family Member:

Leslie  

My Inbox ▶
Wellness Center ▶
Medical Resource Center ▶
Personal Health Record ▶
MedWizard Gallery ▶
My Profile ▶

Logout

Personal Information
Birth History
Measurements
Emergency Contact
Hospitals & Physicians
Medications
Health Insurance
Personal Medical History
Hospitalizations & Outpatient Visits
Surgeries/Traumas/Injury
Diagnostic Tests
Daily Living
Health Concerns
Immunizations
Appointments
Allergies
Lab Tests
My Care Plan

Medications History

Dosage	Frequency	Provider
1 tablet	As needed	
Dosage	Frequency	Options
1 capsule	3 times a day	edit delete

add

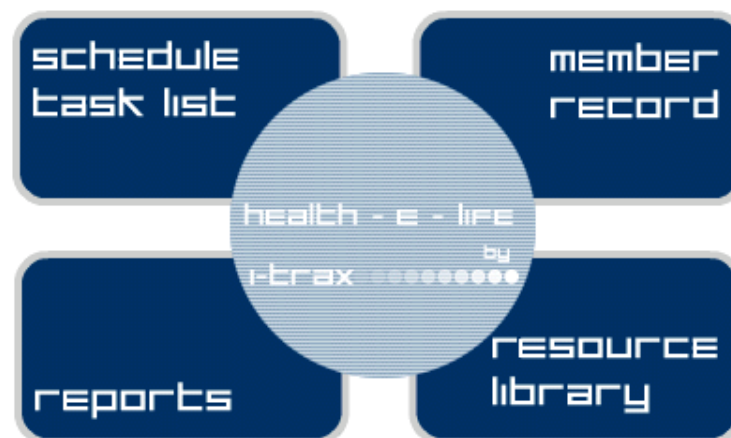
[My Statement](#) | [Feedback](#) | [Technical Support](#)

Session active for Patricia Kirkpatrick.

Member Search:

l-trax, Inc.

 INBOX



i-trax © 2001 i-trax, Inc.

MyFamilyMD

Schedule/Task List



Member Care Activities

Today's Activities

All Planned Activities

Today's Member Care Activities

[General](#) | [Labs](#) | [To Be Enrolled](#)

Select a Supergroup and Assigned To filter, if desired, to view the member care activities planned for today; view all associated member care activities.

Select Supergroup

All



Select Assigned To

All

Due Date	Assigned To	Phone #	Activity	Member	Select
6/22/2004		517-754-9888	Review PHR for weight tracking.	Davids, Leslie	View All
7/8/2004		517-754-9888	Ensure routine physician appointment scheduled.	Davids, Leslie	View All
7/8/2004		517-754-9888	Asthma routine follow up call.	Davids, Leslie	View All
7/8/2004		517-754-9888	Follow up call on stress reduction.	Davids, Leslie	View All
8/7/2004		517-754-9888	Follow up call to review progress and recalc Peak Flow Zones.	Davids, Leslie	View All
11/12/2004		517-754-9888	Asthma Assessment	Davids, Leslie	View All
11/12/2004		517-485-7852	High Avoidable General Assessment	Brown, Jessica	View All
11/12/2004		517-485-7852	High Avoidable General Assessment	Brown, Anthony	View All
11/12/2004		517-855-9632	High Avoidable General Assessment	Carter, Tom	View All
11/12/2004		517-754-9888	Refer member to MFMD Wellness Center - Body Info HabiTracker, Food HabiTracker, Ideal Body Weight Tool and Virtual Coach.	Davids, Leslie	View All

Planned Activities : 21 - 30 of 33

Member Record

-  Member Info
 - Demographics
 - Member Snapshot
 - Enrollment History
 - Supergroup History
 - Encounter History
 - Member Activities
 - Notes
 - Care Team Members
-  Clinical Information

General Assessment

Brown, Jessica Ann | [517-485-7852](#) | F | 47 y | High | Big Sky Corporation |

Assessment

Disposition

[View Previous](#) Date Nov 12 2004

Question	Responses	Options
1. If assessment incomplete, choose reason.	<input type="radio"/> Voice Mail: Left Message <input type="radio"/> Phone Disconnected <input type="radio"/> Incorrect Contact Info <input type="radio"/> Member Not Available	Member Info/Member Snapshot
2. Choose person responding to assessment.	<input type="radio"/> Member <input type="radio"/> Family Member on behalf of Member < 12 years old <input type="radio"/> Family Member on behalf of Member 12-18 years old <input type="radio"/> Family Member on behalf of Member > 18 years old <input type="radio"/> Other	Member Info/Member Snapshot
3. Did you review previous contacts for pertinent information?	<input type="radio"/> Yes <input type="radio"/> No	Member Info/Member Snapshot
* 4. What type of assessment is this?	<input type="radio"/> Initial <input type="radio"/> Reassessment <input type="radio"/> Adhoc	Member Info/Member Snapshot
* 5. Obtain and enter PCP name/address/telephone or confirm PCP info provided in HeC.	<input type="radio"/> PCP Info Entered <input type="radio"/> PCP Info Confirmed	Demographics/Care Team Member
6. What is the member's preferred method of communication?	<input type="checkbox"/> Mail <input type="checkbox"/> Telephone <input type="checkbox"/> Internet	Demographics/Care Team Member

Score

Assessment	Score	Disposition
General Assessment	17	

Generated and Completed Activities

Activity	Date
Diabetes Assessment	11/12/2004
CAD Assessment	11/12/2004
Follow up call to discuss blood pressure.	11/26/2004
Fulfillment: Send Hypertension Overview (H-1).	11/12/2004
Fulfillment: Send Hypertension Action Plan (H-AP).	11/12/2004
Fulfillment: Send Achieving and Maintaining a Healthful Weight (W-1).	11/12/2004
Fulfillment: Send Eating Healthy - Tips to Make it Easier (W-2).	11/12/2004
Refer member to MFMD Wellness Center - Exercise HabiTracker, Virtual Trainer and Fitness and Sport Specific Training.	11/12/2004
Refer member to MFMD Wellness Center - Virtual Coach for Smoking Cessation.	11/12/2004
Fulfillment: Send Tips to Help you Stop Smoking (S-1).	11/12/2004
Advise member to make an appointment for depression with their physician.	11/12/2004
Ensure physician appointment for depression was scheduled.	11/19/2004
Counsel member on benefits of annual flu vaccination.	11/12/2004
Remind member to get flu vaccination.	12/24/2004

Recommended Activities[Add Activity](#)

Activity	Date	Select
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Based upon the assessment, no activities are recommended at this time.

Carter, Tom

SSN:

ID:

Navigation Bar

-  Patient Info
 - Patient Snapshot
 - General
 - Insurance
 - Contact
 - Allergies
 - Emergency Contact
 - Medications
 - Lab Tests
 - Diagnostic Tests
 - Questionnaire History
-  Patient Admin
-  Patient Reports
-  Medical History
-  Vaccination History

Patient Info: Patient SnapShot

Regan, Michael | M | 56 y

General

Name: Michael Regan**Phone:** 610-333-9283**Sex:** M**Email:** Not Available**Age:** 56 y**Address:** 555 S. 60th Reading, PA 19601 USA

Allergies (combined)

Date	Allergy
6/24/2003	AP Cat Hair
6/24/2003	Codeine

Medical Conditions (Provider Entered/Confirmed)

Date	Severity	Condition
6/24/2003 5:21:54 PM	Active	Arteriosclerotic Heart Disease
6/24/2003 5:19:43 PM	Active	Hypertension (benign)
6/24/2003 5:18:54 PM	Active	Diabetes Mellitus
6/24/2003 5:20:46 PM	AssumedInactive	Conjunctivitis (chronic allergic)

Current Medications

Start Date	Medication	Dosage	Frequency	Recorded
1/1/2002 5:47:23 AM	Centrum Singles-Vitamin C	1 tablet	1 time a day	Consumer
9/1/2001	Claritin	1 tablet	As needed	diagnosis
6/1/2001	Glucophage	1 tablet	2 times a day	diagnosis
1/1/2002	Hyzaar	1 tablet	1 time a day	diagnosis
1/1/2002	Verapamil Hydrochloride	1 tablet	2 times a day	diagnosis



Margaret Hill Logged In

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- Personal Inbox
- Message Folders
- Compose Message
- Send Group Message
- Delegation

Search ContentSearch: **Health Library**

- ▶ Illnesses and Injuries
- ▶ Sexuality and Health
- ▶ Alternative Health
- ▶ Food and Nutrition
- ▶ Medications
- ▶ Mental Health
- ▶ Sports and Fitness
- ▶ Diagnostics and Surgeries

Margaret Hill's Inbox

!	<input checked="" type="checkbox"/>	Sender	Date	Subject
	<input type="checkbox"/>	Martha Stewart	7/27/2004 2:42:42 PM	Health-e-Life Member: Tom Jones
	<input type="checkbox"/>	K Becker	7/27/2004 2:41:33 PM	Health-e-Life Member: Linda Lewis
	<input type="checkbox"/>	K Becker	7/27/2004 2:41:08 PM	Health-e-Life Member: Michael Howard

[Check All](#) - [Uncheck All](#) - [Delete Checked Messages](#)



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 - [Patient Admin](#)
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 - [Medical History](#)
 - [Active Problems](#)
 - [Health History](#)
 - [Drug Allergies](#)
 - [General Allergies](#)
 - [Vaccination History](#)

Medical History: Active Problems Howard, Michael | M | 57 y

[Active Problems](#) [Health History](#) [Drug Allergies](#) [General Allergies](#)

Date	Status	Condition
Jul / 27 / 2004	Status	<input type="text"/> <input type="button" value="Condition"/> <input type="button" value="ADD"/>

Provider Entered/Confirmed

Condition	Status	Begin Date	Options
BENIGN ESSENTIAL HYPERTENSION	Active	2/27/2001 12:29:44 PM	edit delete
DIABETES MELLITUS WITHOUT MENTION OF COMPLICATION, TYPE 1, NOT STATED AS UNCONTROLLED	Active	11/27/1997 12:32:00 PM	edit delete

Consumer Entered

Condition	Status	Begin Date	Options
Sprain/strain, back NOS	Active	5/27/2003	Review