Population Health: The Health Plan Perspective

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The State of U.S. Population Health

Population health status continues to deteriorate

Key Drivers of Health Status

<table>
<thead>
<tr>
<th>Driver</th>
<th>Prevalence</th>
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<tbody>
<tr>
<td>Obesity</td>
<td>66% obese or overweight</td>
</tr>
<tr>
<td>Physical Activity</td>
<td>28% inactive</td>
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<tr>
<td>Smoking</td>
<td>23% smokers</td>
</tr>
<tr>
<td>Stress</td>
<td>36% high stress</td>
</tr>
<tr>
<td>Aging</td>
<td>22% &gt; 55 years, aging population</td>
</tr>
</tbody>
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Proportional Contribution to Premature Death

- Genetic predisposition: 30%
- Social circumstances: 15%
- Environmental exposure: 5%
- Health care: 10%
- Behavioral patterns: 40%

More than 130 million Americans suffer from chronic conditions; that number will continue to rise.

<table>
<thead>
<tr>
<th>Chronic Condition</th>
<th>Prevalence</th>
<th>Annual Cost</th>
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<tbody>
<tr>
<td>Diabetes</td>
<td>16 million Americans</td>
<td>• $105 billion in health expenses</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• 11 million lost work days</td>
</tr>
<tr>
<td>Heart Disease</td>
<td>60 million Americans</td>
<td>• $300 billion in health expenses</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• 1 million deaths</td>
</tr>
<tr>
<td>Asthma</td>
<td>14 to 15 million Americans</td>
<td>• $5.1 billion in medical expenses</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• 2.1 million missed work days</td>
</tr>
<tr>
<td>Depression</td>
<td>17 million Americans</td>
<td>• $43 billion</td>
</tr>
</tbody>
</table>
A Pathway to Better Health: Information

Clinical Data
Lab, PHR, HRA,

Physician Component

Quality Improvement Tools
Pay-for-Performance Metrics
Network Development

Consumer Component

Quality Tools
Cost Tools
Decision-making Tools

Administrative Data
Claims, eligibility, demographics
360° Health® Solution

- Increases quality of services
- Integrates health information and management tools
- Surrounds and engages members
- Comprehensive range of health services
- Drives greater program participation
- Leads to better member well-being and satisfaction
- Reduces health care costs
- Guides adoption of essential preventive services
Clinical Information Drives Evidence-Based Care and Care Management

- Claims
- Rx
- Lab
- Provider
- Member
- HRA

Variation Models
Unit/Unit $

Predictive Models

Evidence-Based Medicine

Identification and Stratification

% of WellPoint Members
- Well Members: 50%
- Low Risk Members: 20%
- Moderate Risk Members: 25%
- High Risk, Multiple Diseases: 4%
- Complex and Intensive Care: 1%

% of Health Care Costs
- Well Members: 10%
- Low Risk Members: 10%
- Moderate Risk Members: 25%
- High Risk, Multiple Diseases: 30%
- Complex and Intensive Care: 25%

Source: Company estimates.
360° Health® Overview

Health Resources
Access Health & Wellness Information
- Web-based Solutions
  - Child Health
  - Men’s Health
  - Women’s Health
  - Daily Health Tips
  - Alternative Medicine
- 24/7 AudioTape Library
- Online Preventive Guidelines

Health Extras
Tools and Health Discounts
- Health Discounts
- Silver Sneakers
- Prevention Reminders
  - Breast, Cervical and Colorectal Cancer Screening
  - Flu Vaccination
- Web-based Solutions
  - Health Risk Assessment
  - Condition Centers
  - Physician Pre-Visit Questionnaire

Health Guidance
Get Help When You Are In Need of Care
- 24/7 NurseLine
- Early Risk Management
- Health Advocate (Health Coach)
- Lifestyle Management via InTune
  - Diet/Nutrition
  - Obesity
  - Smoking Cessation
  - Exercise
  - Stress
- Predictive Modeling
- HealthAdvisor, powered by Subimo
- Personal Health Record

Health Management
Ongoing Management and Coordination
- Living Fully, Condition Management
  - Low Back Pain
  - Musculoskeletal
  - Oncology
  - Vascular At-Risk
- Disease Management Programs (Condition Care)
  - Asthma
  - Diabetes
  - Coronary Artery Disease (CAD)
  - Chronic Obstructive Pulmonary Disease (COPD)
  - Heart Failure
  - Renal (Kidney Disease)
- Advanced Care Management
- Transplant Program
- Specialty RX Pharmacy
Reducing Health Disparities: WellPoint’s Multi-Faceted Approach

Culturally-tailored approaches produce increased patient knowledge and understanding for self-care, decrease barriers to access, and improve multiple areas of cultural competence for health care providers.
Member Quality, Safety, and Support: MyHealth Record

On-line personal health record includes medical claims, drug, and laboratory information

**Advantages include:**

- Up to date health information
- Electronic medical record can be shared with physicians
- Clinical alerts for drug safety and errors in care

**Consumers learn about procedures**

- Comprehensive surgical procedure guide
- Animated depiction of surgery
- Online tools paired with Surgical Advice Nurse
Translate Evidence to Empowered Consumers

- Decision Support uses pharmacy and medical claims to create personalized messaging that saves money and improves care.

- Care guides are linked directly to trusted Harvard Medical School content for easy consumer education.
The Physician-Patient Experience
What is the Patient-Centered Medical Home

A primary care practice that provides patients with accessible, continuous & coordinated care through a patient-centered, physician-guided, cost-efficient & longitudinal approach to care

- Each patient has an ongoing relationship with a **personal physician** trained to provide first contact, continuous and comprehensive care
- **Physician-directed medical practice** in which a team of individuals collectively take responsibility for ongoing care of patients
- **Whole-person orientation** of care for all stages of life
- Care is **coordinated and/or integrated** across all elements (practices, hospitals, nursing homes, consultants) of the health care system
- Use **evidence-based guidelines** in the treatment of chronic conditions, acute illness and injury, and the provision for preventive care
- Patients have **enhanced access** to care through systems such as open scheduling, expanded hours and new options for communication
- **Payment** appropriately recognizes the added value to patients who have a medical home

* Adopted by the American Academy of Family Physicians (AAFP), American Academy of Pediatrics (AAP), American College of Physicians (ACP) and the American Osteopathic Association AOA*
Reimbursement and incentive structure aligned to support practice transformation, clinical process/outcomes, cost of care and satisfaction

Payment Methodology

Pre-Assessment of Practice Readiness

Support from ACP, AAFP and AAP
Health Indices: Living the WellPoint Mission

Mission

Improve the lives of the people we serve and the health of our communities

Health Indices

- Member Health Index
- State Health Index

Domains

- Prevention and Screening
- Care Management
- Clinical Outcomes
- Patient Safety
- Maternity and Prenatal Care
- Preventive Care
- Lifestyle
- Mortality and Morbidity
WellPoint Member Health Index: Improving Population Health

*4 Domains of health care services covering 20 Clinical Areas; comprised of 40 Measures*

**Screening and Prevention**
- Breast cancer screening
- Cervical cancer screening
- Colorectal cancer screening
- High cholesterol screening
- Childhood immunizations

**Care Management**
- Diabetes compliance
- Hypertension compliance
- Behavioral health follow-up
- Controller medications for asthma
- Appropriate treatment for upper respiratory infection
- Participation in disease management programs

**Clinical Outcomes**
- Diabetes ER visits
- Congestive heart failure ER visits
- Asthma ER visits
- Select hospital admissions
- Select 30-day readmissions

**Patient Safety**
- Patient safety hospital structural index
- Patient safety outcome index
- Persistent medication monitoring
State Health Index

Maternity and Prenatal Care
- Prenatal care in the first trimester
- Cesarean delivery rate
- Low/very low birth weight
- Newborn mortality rate

Preventive Care
- Childhood immunizations
- Adult influenza immunization
- Adult pneumococcal immunization
- Breast cancer screening
- Cervical cancer screening
- Prostate cancer screening

Lifestyle
- Meet recommended levels of physical activity
- Overweight/obesity
  - Cigarette smoking
  - Sexually transmitted diseases

Behavioral Health
- Self-reported poor mental health
- Persistent poor mental health
- Suicide rate

Morbidity and Mortality
- Diabetes in adult population
  - 5-year trend in diabetes in adult population
  - Diabetes death rate
  - Cancer death rate
  - Heart disease death rate
  - Obstructive pulmonary disease death rate

Current Performance for the composite State Health Index is 68.6 (out of 100 points). The 8 measures in red italics are those measures we can most impact.