

Population Health: The Health Plan Perspective

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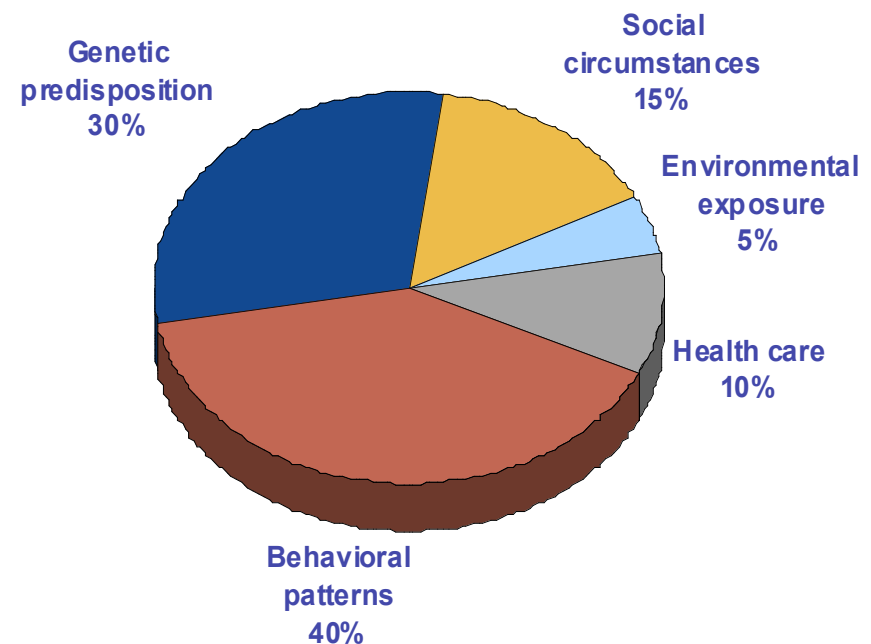
The State of U.S. Population Health

Population health status continues to deteriorate

Key Drivers of Health Status

Driver	Prevalence
Obesity	66% obese or overweight
Physical Activity	28% inactive
Smoking	23% smokers
Stress	36% high stress
Aging	22% > 55 years, aging population

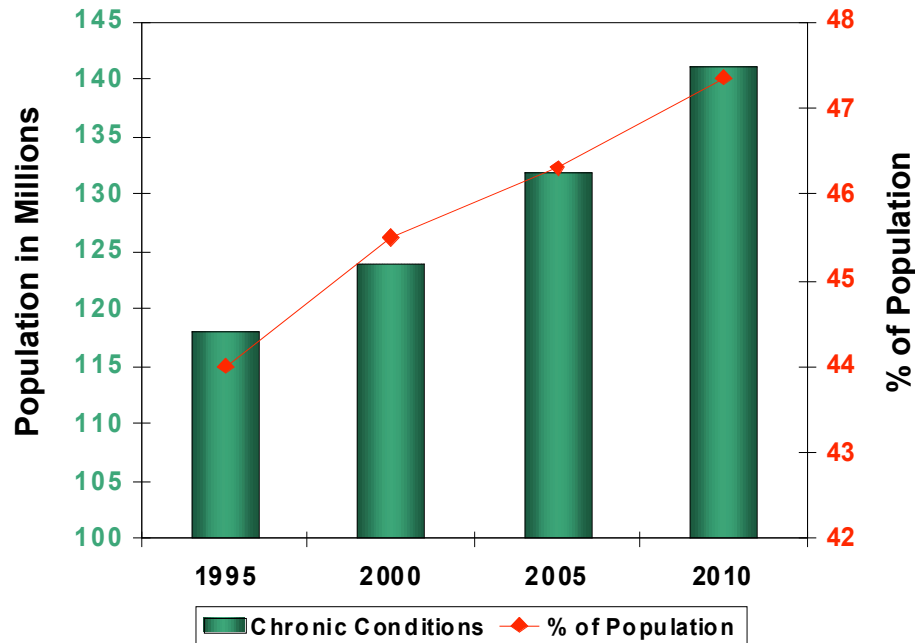
Proportional Contribution to Premature Death



Schroeder S. *N Engl J Med* 2007;357:1221-1228

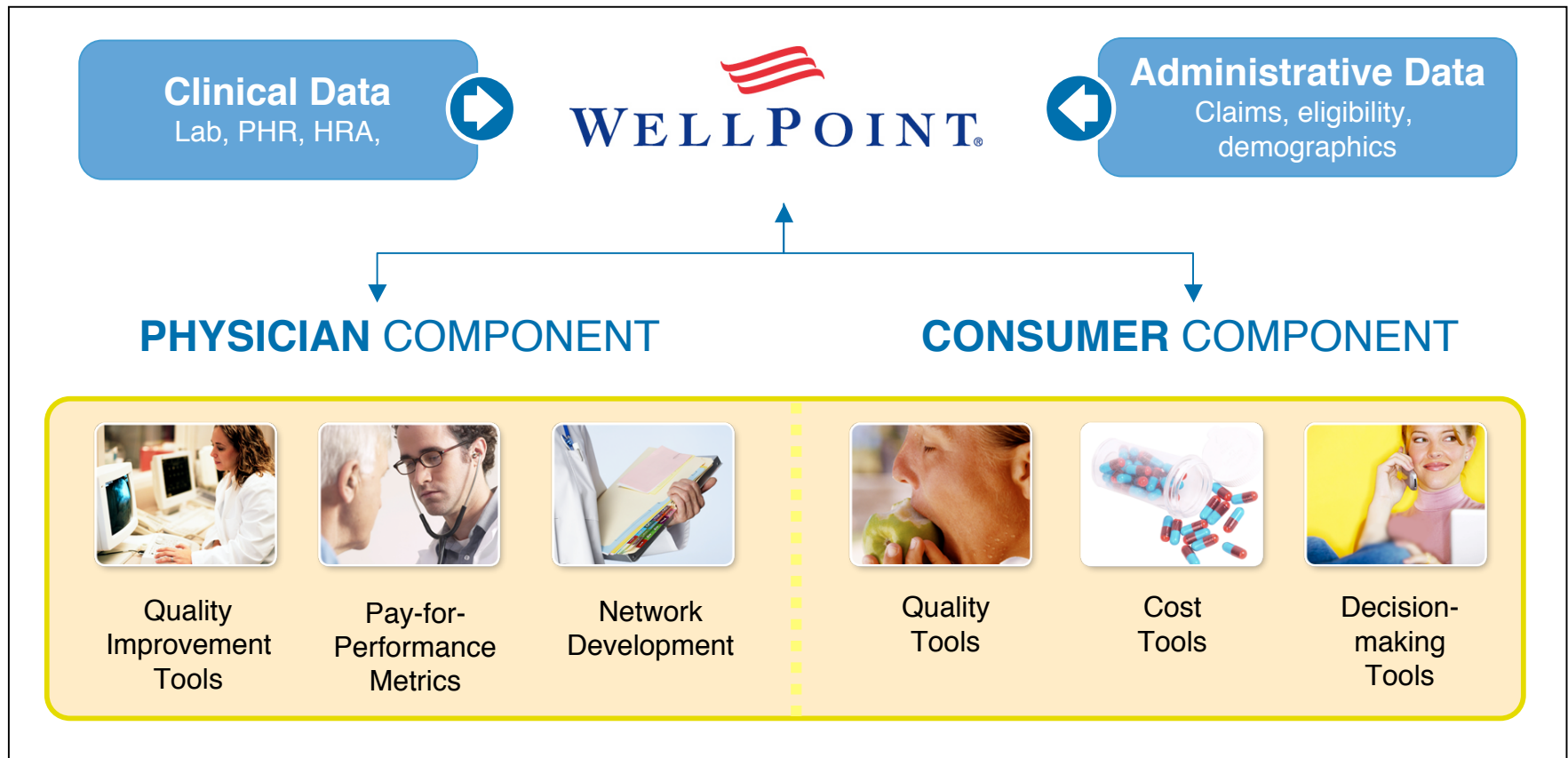
Prevalence of Chronic Illnesses

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



Chronic Condition	Prevalence	Annual Cost
Diabetes	16 million Americans	<ul style="list-style-type: none"> • \$105 billion in health expenses • 11 million lost work days
Heart Disease	60 million Americans	<ul style="list-style-type: none"> • \$300 billion in health expenses • 1 million deaths
Asthma	14 to 15 million Americans	<ul style="list-style-type: none"> • \$5.1 billion in medical expenses • 2.1 million missed work days
Depression	17 million Americans	<ul style="list-style-type: none"> • \$43 billion

A Pathway to Better Health: Information



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



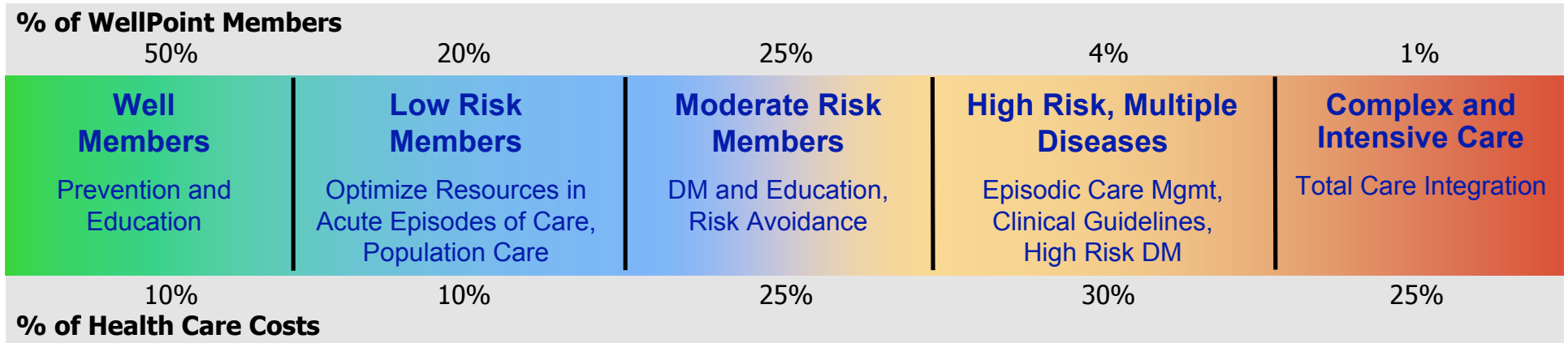
- Claims
- Rx
- Lab
- Provider
- Member
- HRA

Variation Models
Unit/Unit \$

Predictive Models

Evidence-Based Medicine

Identification and Stratification



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



Associates



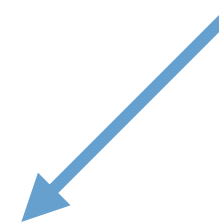
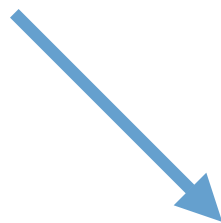
Physicians



Employers



Members



Coordinated Strategies

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

The screenshot shows the 'My Health Record' website interface. It features a navigation menu on the left with categories like 'Resources', 'Newsletters', 'Health Claims Status', and 'Need Help?'. The main content area is titled 'My Health' and includes sections for updating the health record, staying healthy, managing conditions, and preparing for surgery. A yellow circle highlights the 'Prepare for Surgery' section, which is linked to an image of a person's arm being prepared for surgery.

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



Your Medical and Prescription Claims

25 most recent claims, by service date, received as of **January 12, 2007**

Date	Service/Prescription	Qty	Days	Doctor/Prescriber(*)	Paid(**)
Visits					
12/10/06	Office Visit	--	--	Lynn, Samuel F.	\$85.00
9/28/06	Ambulatory Emergency Visit	--	--	St. Lucy's Hospital ER	\$766.50
8/17/06	Office Visit	--	--	Wilson, Michelle L.	\$85.00
8/15/06	Office Visit	--	--	Lynn, Samuel F.	\$85.00
4/12/06	Office Visit	--	--	Jones, Terry M.	\$85.00
2/02/06	Office Visit, prolonged svc.	--	--	Wilson, Michelle L.	\$195.00
Prescriptions					
1/02/07	Feldene - 20 mg	60	30	Jones, Terry M.	\$15.50
12/10/06	Lipitor - 20 mg	30	30	Lynn, Samuel F.	\$85.95
11/28/06	Accupril - 20 mg	60	30	Lynn, Samuel F.	\$66.99
11/12/06	Nexium - 20 mg	30	30	Lynn, Samuel F.	\$115.60
10/28/06	Proventil 90 mcg - 17 gm	01	25	Wilson, Michelle L.	\$46.50
10/25/06	Feldene - 20 mg	60	30	Jones, Terry M.	\$15.50
10/18/06	Accupril - 20 mg	60	30	Lynn, Samuel F.	\$66.99
10/18/06	Lipitor - 20 mg	30	30	Lynn, Samuel F.	\$85.95
10/10/06	Nexium - 20 mg	30	30	Lynn, Samuel F.	\$115.60
10/02/06	Toprol XL - 50 mg	60	30	Watson, Gerry H.	\$44.90
9/12/06	Feldene - 20 mg	60	30	Jones, Terry M.	\$15.50
9/12/06	Accupril - 20 mg	60	30	Lynn, Samuel F.	\$66.99
8/23/06	Proventil 90 mcg - 17 gm	01	25	Wilson, Michelle L.	\$46.50
Other Activities					
11/26/06	Blood Panel	--	--	Quest Diagnostics	\$110.40
11/26/06	Medical Equipment	--	--	Lynnwood Medical Mart	\$198.00
9/28/06	Blood Panel	--	--	Unified Labs - SF # 3	\$110.40
2/04/06	CT X-Ray, Paranasal Sinuses	--	--	Radiology Assoc. - SFSL	\$854.35
2/02/06	Allergy Panel	--	--	Wilson, Michelle L.	\$125.00
11/15/05	CT X-Ray, Paranasal Sinuses	--	--	Mercy Hospital - Rad	\$854.35

* May appear as another doctor's name in the medical office/practice
 ** NOTE: "Paid" reflects the total amount you and your health plan paid for each service.

Suggestions for You

Information to help improve your health care and save you money



Your available medical and prescription claims suggest that you may have had a heart attack but are not on a type of medication called a beta blocker. For many people who have had a heart attack, beta blockers may reduce the chance of having another heart attack. Call your doctor to see whether you might benefit from a beta blocker. [94]



Your available medical and prescription claims suggest that you may have diabetes and are on a medication called Metformin. It also appears that you may not be regularly refilling your prescription for Metformin. Metformin is used to treat diabetes. If you think Metformin may not be helping you, or if unpleasant side effects or cost is a problem, call your doctor. Until you talk to your doctor, it is important that you continue taking your Metformin as directed by your doctor. [119]



Using generic drugs reduces the amount you spend on your prescription medications. Recently, you filled a prescription for Accupril and paid a copay of \$40. Quinapril is the generic form of Accupril. Quinapril is as safe and effective as Accupril. If you switch to Quinapril, your copay will be only \$7. By switching from Accupril to Quinapril, you could save \$396 each year. Call your doctor to see whether you can make this switch and start saving money. [760]



Using medications that are on our Preferred Drug List reduces the amount you pay for your prescriptions. Recently, you filled a prescription for Nexium and paid a copay of \$40. Listed below are alternative medications from our Preferred Drug List that would cost you less than Nexium. For many patients, these alternative medications are as safe and effective as Nexium.

Medication	Your Copay	Annual Savings
Omeprazole	\$ 7	\$396
Prilosec	\$20	\$240
Prevacid	\$20	\$240

Call your doctor to see whether you can make the switch from Nexium to one of the alternative medications listed above, and start saving money. [701]

Looking for a new Provider?
 Call the number listed on the back of your insurance card, or go online.
 Online: <http://provider-directory.anthem.com/awp/landing.asp>



From HARVARD MEDICAL SCHOOL Learn more information about each of the Suggestions for You shown above by visiting <http://www.anthem.com/myhealthnote> and entering the shortcut # shown at the end of each message in the [].

- 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



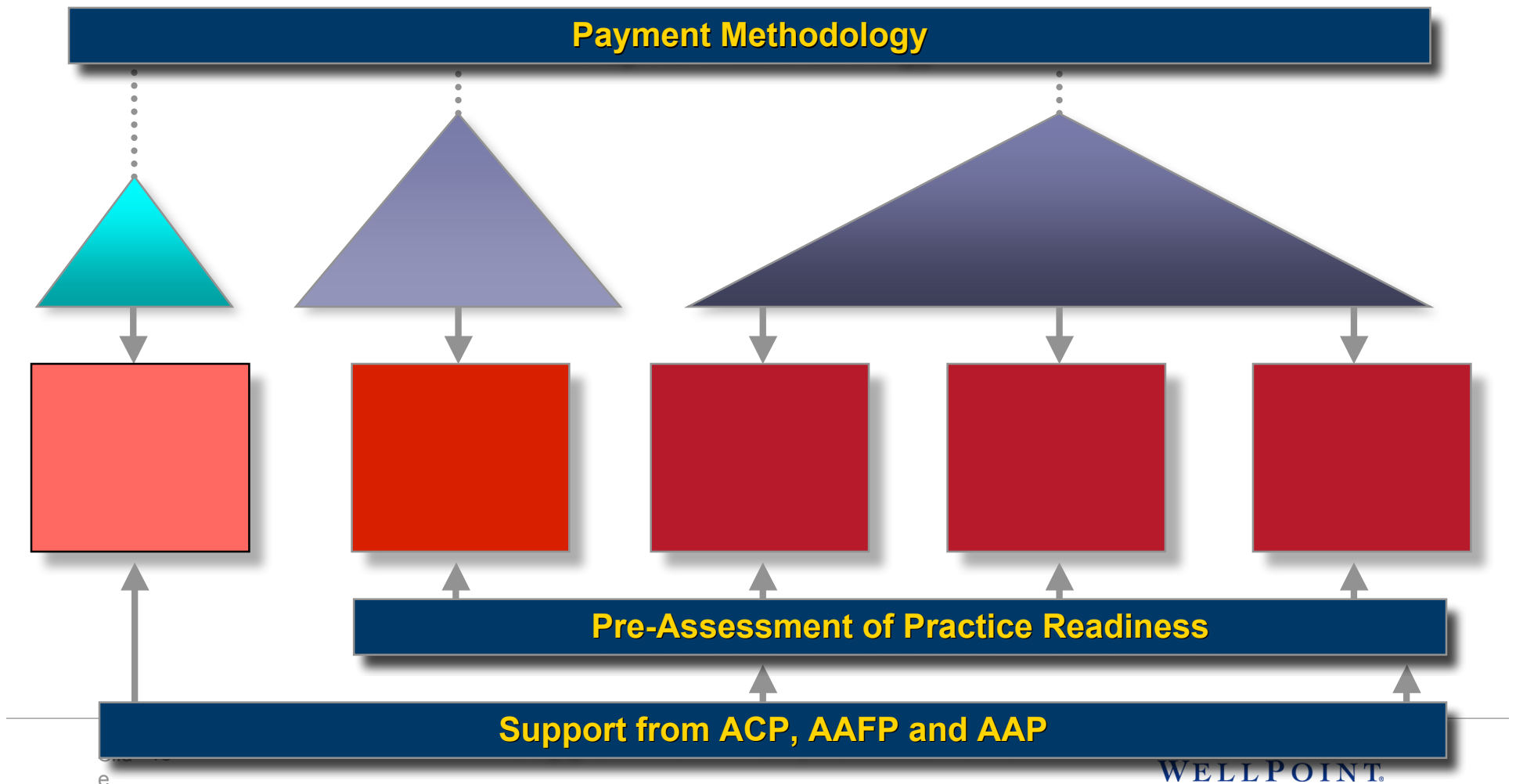
A primary care practice that provides patients with accessible, continuous & coordinated care through a patient-centered, physician-guided, cost-efficient & longitudinal approach to care

- 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)

Patient-Centered Medical Home

Reimbursement and incentive structure aligned to support practice transformation, clinical process/outcomes, cost of care and satisfaction



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

Clinical Outcomes

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

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

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

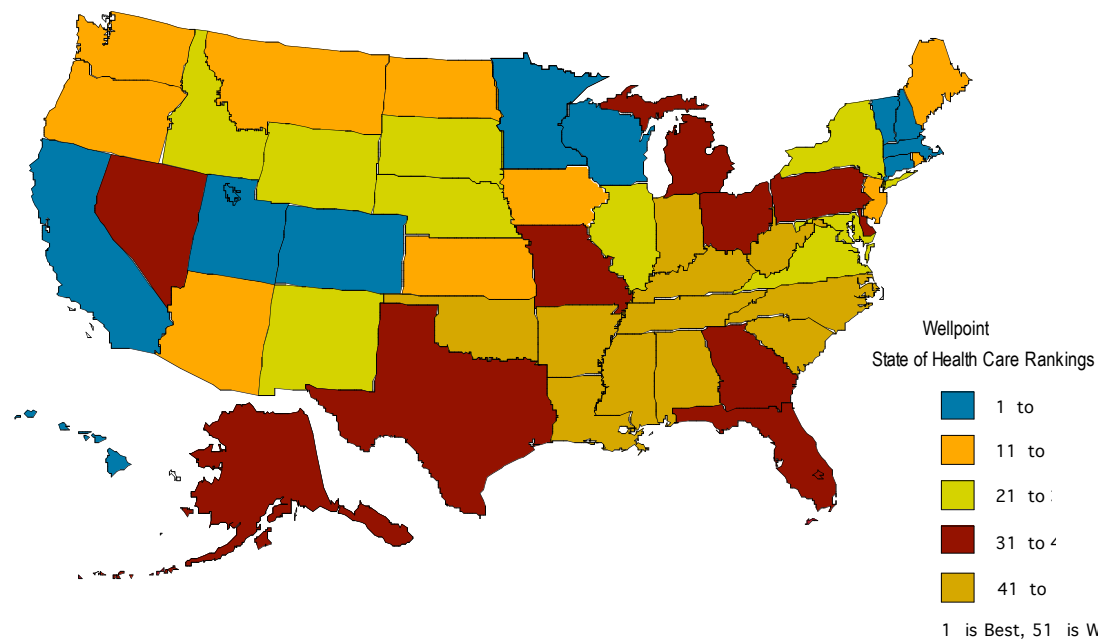
Behavioral Health

- 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

WellPoint State of Health Care Rankings



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.