



Health Management In Practice



City of Savannah

- 2,781 employees
- 5,113 enrolled in health plan
- 55% > age 40
- Southern demographics

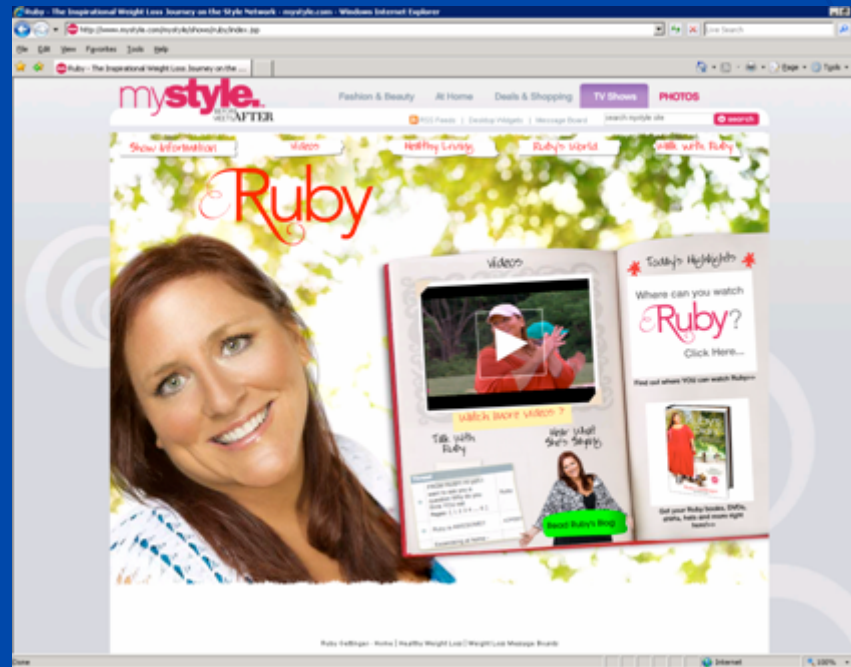


**Southern
Demographics**

Our 2 most famous citizens:

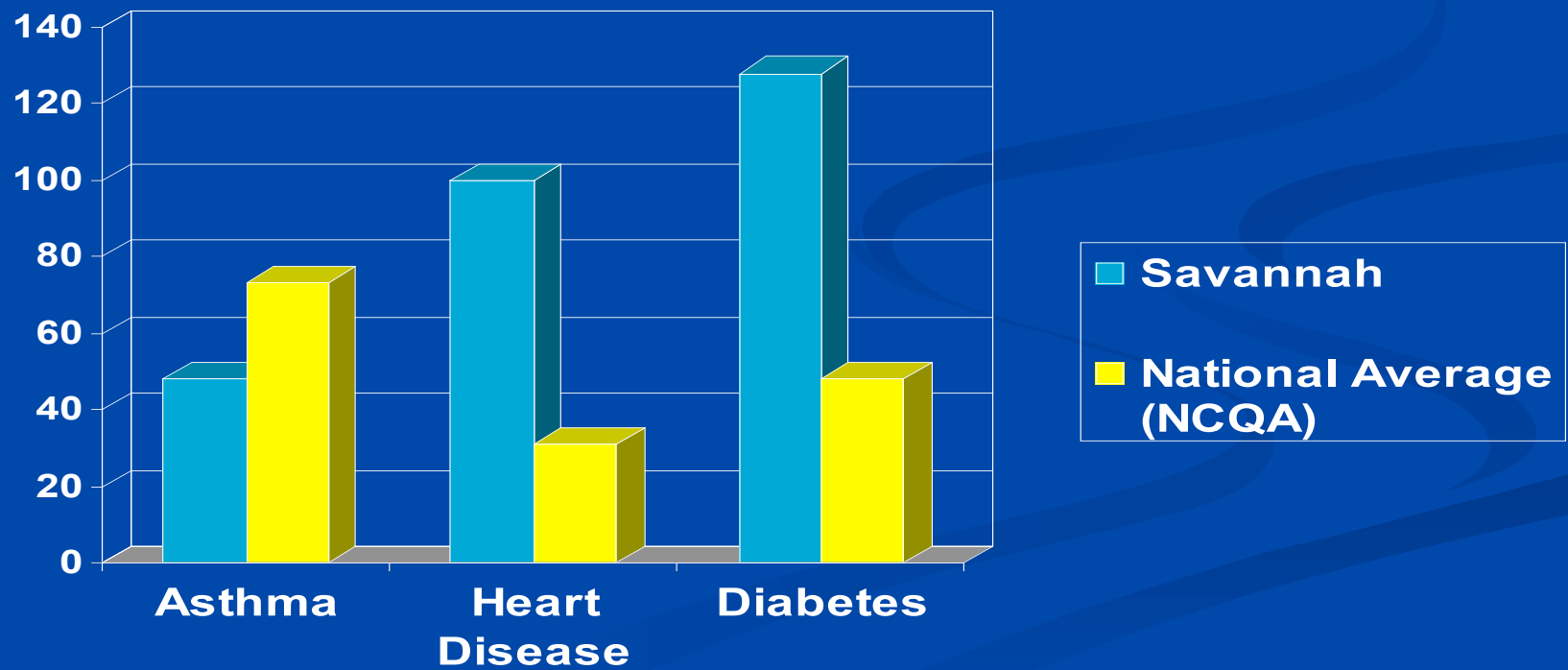


Paula Dean



Ruby Gettinger

Chronic Disease Prevalence per 1000





The Opportunity

Historical Actions:


- Health Screenings since mid-1990s
- Developed Diabetes Mgt program with local hospital
- Very active EAP

Two key obstacles:

- 1. Personal Health is not “urgent” enough to compel behavior change**
- 2. Difficult to reach and engage the right people at the right time**

Make behavior change **URGENT!**

| | Urgent | Not Urgent |
|---------------|--------|------------------------|
| Important | I | II <i>My Health</i> |
| Not Important | III | IV |



Two paths to utilization control

Path 1

Path 2

**Health
Management**
Reduce tomorrow's utilization

Challenges:

- Hard to engage everyone who needs help
- Hard to ensure behavior change
- Hard to measure results and ROI

Two paths to utilization control

Path 1

Efficiency/ Coordination

Make today's care more efficient

Path 2

Health Management

Reduce tomorrow's utilization

Advantages:

- Support for all patients – builds trust
- Focus on coordination/collaboration with physicians
- Immediate and direct utilization changes, claim savings and trend reduction
- Real-time activation of Path 2



*Path 1
&
Path 2*

Integrated approach with Whole Population:

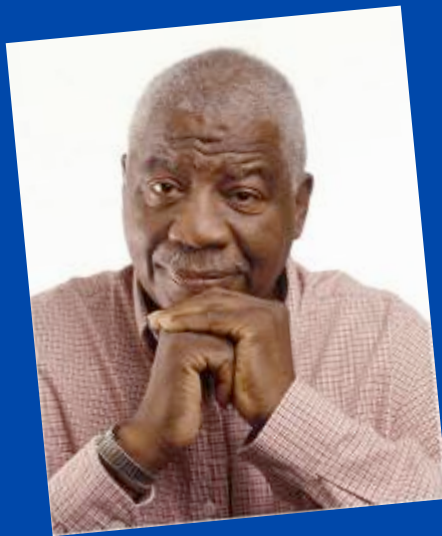
(all employees and dependents, not just those with certain condition)

Staff of Care Coordinators who provide:

- All healthplan customer service
- UR, Pre-cert
- Case Management
- Wellness
- Disease Management

➤ **Focus on PCPs, with enhanced benefit for PCP referrals to specialists**

4. Don...Need new insulin pump



- Wasn't seeing physician or responding to DM because he had a pump
- When needed new pump, had to call the Care Coordinator (Path 1), who asked if he would talk to a nurse
- Got him engaged in DM, diabetic mgt program, PCP and preventive screening (Path 2)



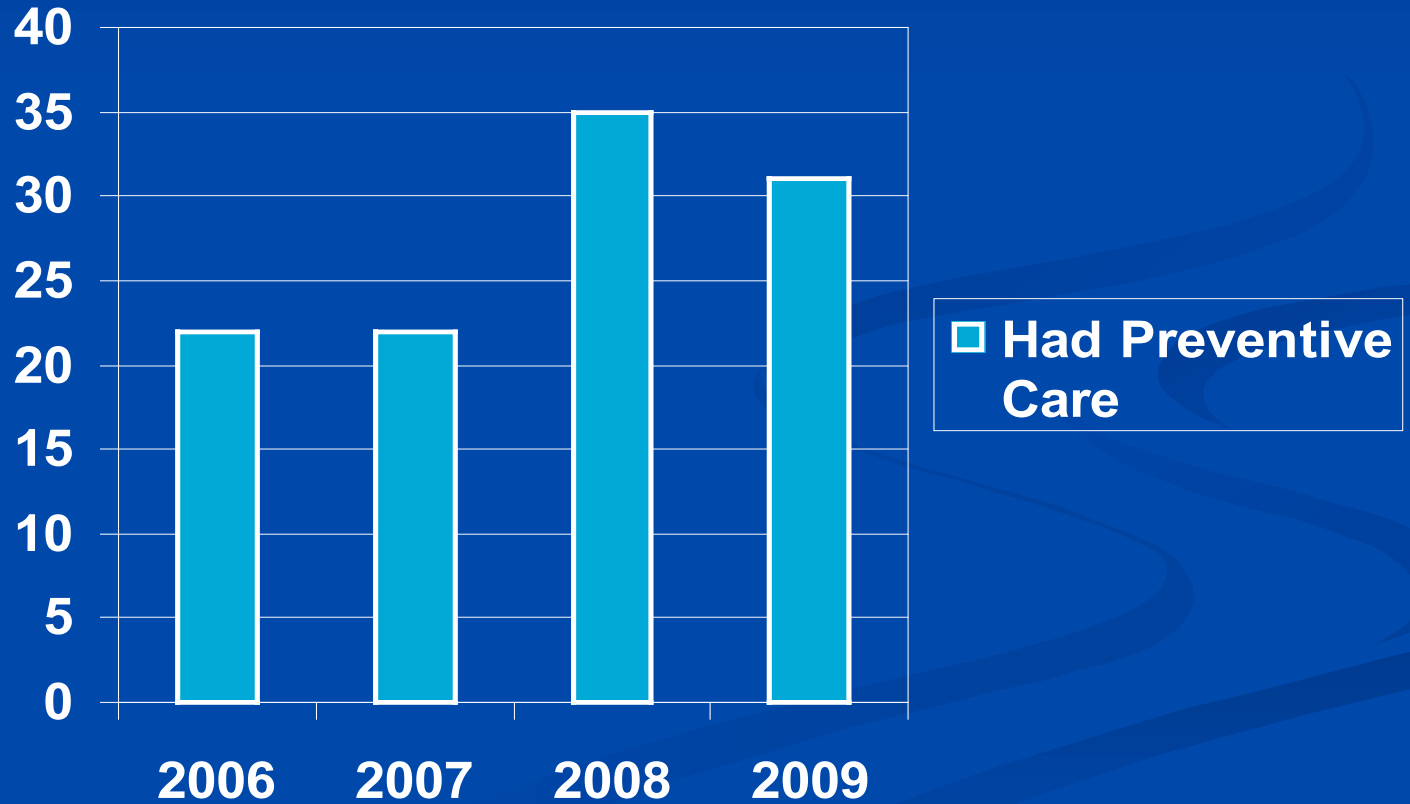
Path One Increased Use of Primary Care



Population: All employees and dependents



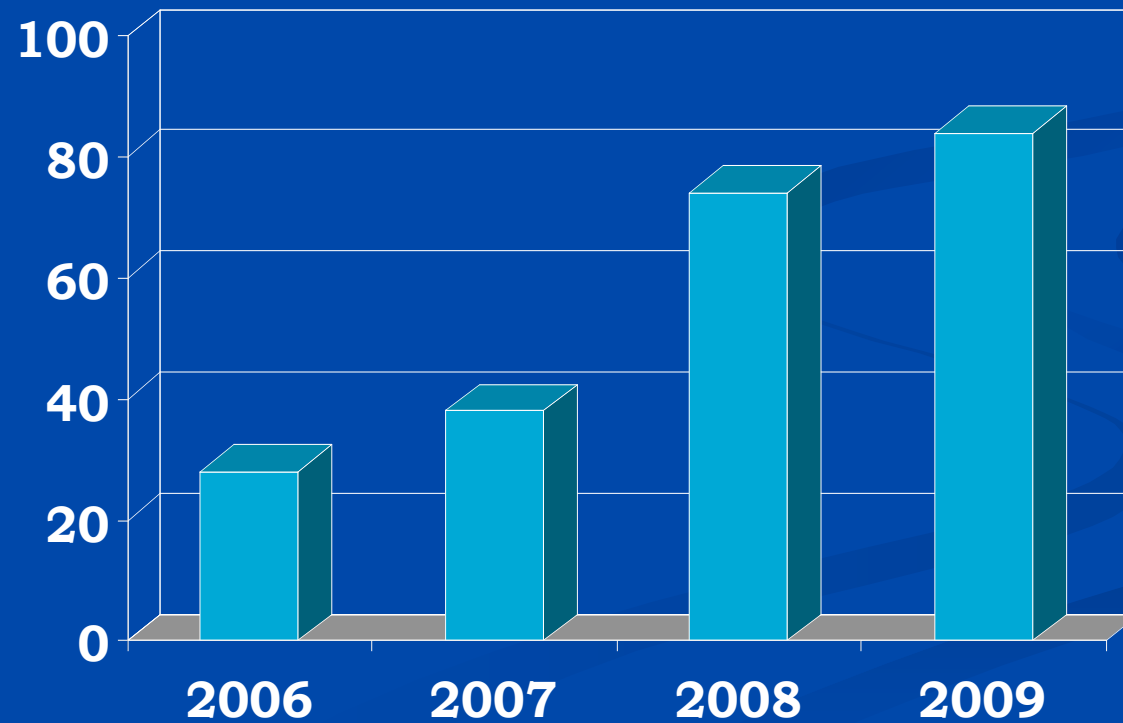
**Path One
Increased
Preventive Screening**





Path Two: Disease Management

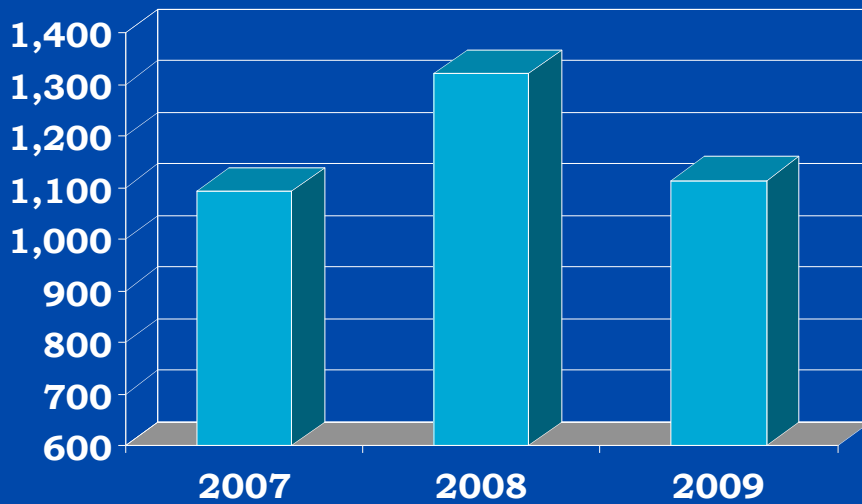
■ Participated in Diabetic Management Program



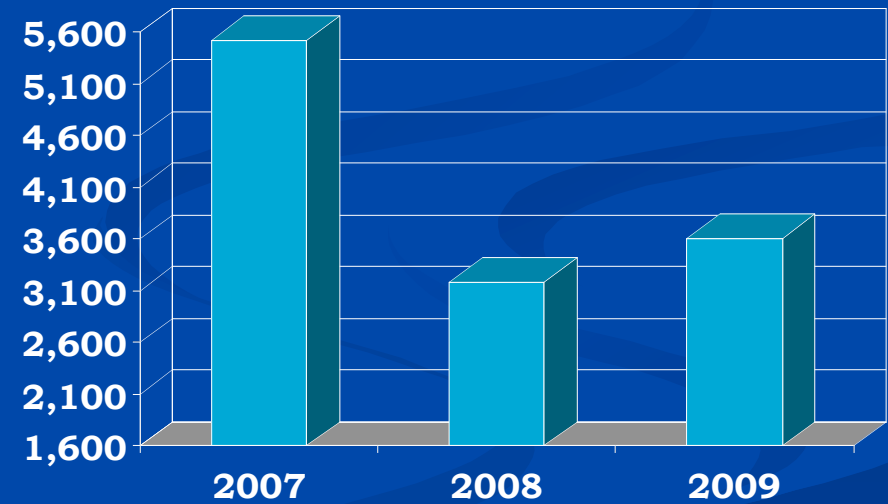


Path Two: Disease Management

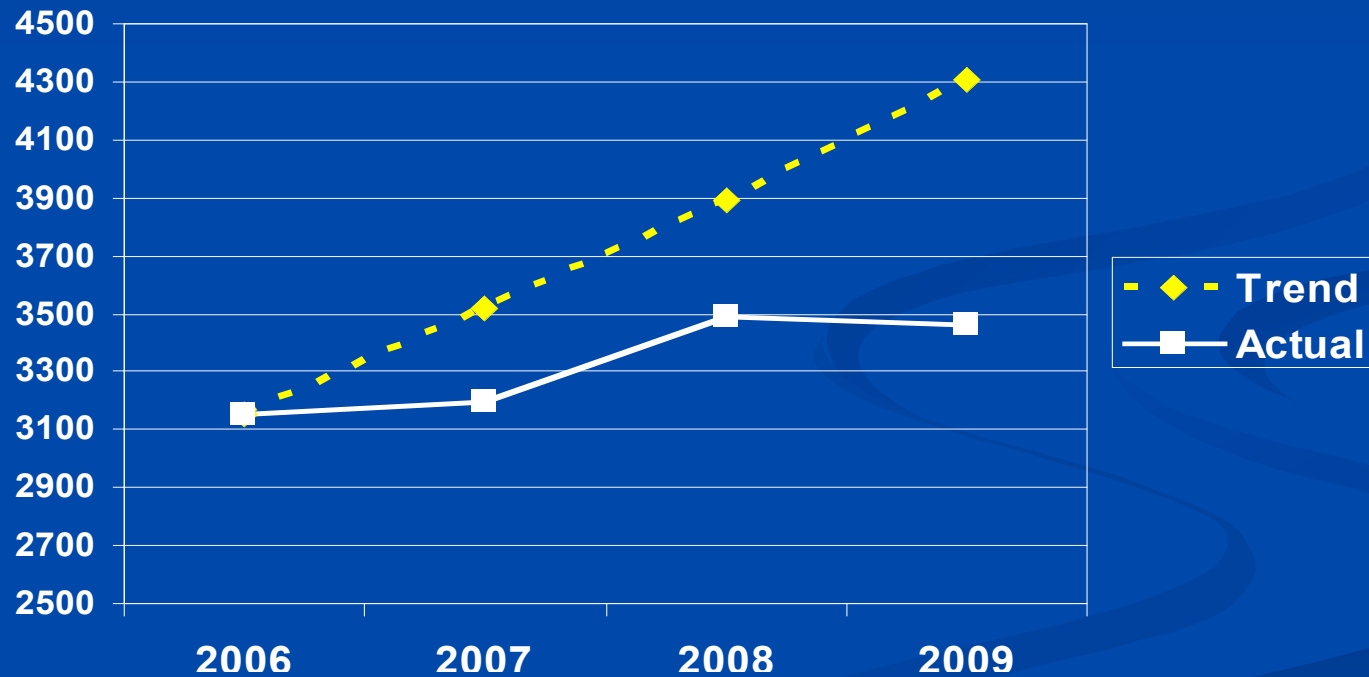
■ Asthma, Diabetes, Heart Disease



■ Average PMPY Cost



Claims \$ per member per year



- Total claims for total population – all employees and dependents on plan
- Plausibility-tested (PCP vs. Specialist usage)
- Integrated, Whole population approach, not isolated DM programs



**Health Management
In Practice**



***Come visit
us soon!***

