Benefits of a Healthy Workforce:
The Promise of Wellness
Today’s Discussion

• What is Wellness?

• The Power of the Trusted Clinician
  – Engagement & Retention
  – Navigating the System for/with Consumers

• Two Advantaged Settings:
  – Retail-based
  – Workplace Health Centers

• Moving to Population Health Excellence™
Seven Dimensions of Wellness

Social
Physical
Emotional
Career
Intellectual
Environmental
Spiritual

Source: http://www.undstudenthealth.com
Swenson, John A., M.D.
What do consumers want from the healthcare system?

- Ease of Access
- Availability
- Caring Provider

Where better to provide this than within the community and the workplace through the trusted clinician?
Rating of Relationships

Type of Relationship

- Financial Advisor: 43%
- Pharmacist: 56%
- Co-Worker: 51%
- Spiritual Advisor: 48%
- Doctor: 78%
- Family: 95%

Source: Magee, J., *Relationship Based health Care in the United States, United Kingdom, Canada, Germany, South Africa and Japan*. 2003
The Secret Ingredient

The Trusted Clinician
The Doctor or Nurse or Pharmacist who works in your neighborhood or goes to work with you
How do Trusted Clinicians generate value?

**Behavior Change**

- Improve lifestyle
- Increase compliance
The Trusted Clinician’s Focus: 3 Levels of Wellness

- **Primary**
  - Lifestyle Change
  - Immunizations
  - Seat Belts

- **Secondary**
  - Compliance with guidelines
  - Screenings: cancer, blood pressure, cholesterol

- **Tertiary**
  - Compliance with Care
  - Disease Management
Wellness Program Phases

**Engage → Educate → Motivate → Activate**

- **Awareness**
  - Healthy Measures Monthly Topics & Other Education Programs

- **Education/Motivation**
  - Healthy Measures HRA/Biometric Screening & Tracker

- **Intervention**
  - Targeted Group Programs and Self-Tracking Tools

- **Behavior Maintenance**
  - Ongoing Wellness Programs

Source: Cooper Institute

Low Intensity ➞ High Intensity
• Higher Quality Lowers Cost

• Many Consumers Do Not Realize the Some Doctors/Hospitals Better Than Others

• Pareto Rule: 20% of Covered Lives Spend 80% of the Dollars and Have Choices

• By Steering to High Performance Providers, Costs Will Decrease and Quality Will Increase

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**Bill Clinton to have scar tissue removed**

Six months after undergoing heart bypass surgery, former US President Clinton will return to the hospital this week to have a rare buildup of fluid and scar tissue removed from his chest.

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<table>
<thead>
<tr>
<th>Hospital</th>
<th>Risk-Adjusted Mortality Rate (RAMR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beth Israel</td>
<td>2.67</td>
</tr>
<tr>
<td>Columbia Presbyterian</td>
<td>3.93*</td>
</tr>
<tr>
<td>Lenox Hill</td>
<td>2.26</td>
</tr>
<tr>
<td>Mount Sinai</td>
<td>2.81</td>
</tr>
<tr>
<td>NYU Hospitals Center</td>
<td>1.95</td>
</tr>
<tr>
<td>Weil Cornell – NYP</td>
<td>0.95*</td>
</tr>
<tr>
<td>Westchester Medical Center</td>
<td>3.27</td>
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</table>

<table>
<thead>
<tr>
<th>Surgeon</th>
<th>RAMR</th>
</tr>
</thead>
<tbody>
<tr>
<td>State Total</td>
<td>2.25</td>
</tr>
<tr>
<td>Smith, C</td>
<td>4.15</td>
</tr>
</tbody>
</table>

*Statistically Significant
Source: 1999 – 2001 NY State Hospital and Surgeon Outcomes Report
Walgreens’ Announces New Division

Walgreens Creates New Health and Wellness Division as Part of Strategic Move to Expand Health Care Access beyond Retail Sites

Company also announces acquisition of two leading providers of worksite health centers, giving Walgreens more than 500 retail clinics and health centers
New division will manage health centers and pharmacies at company worksites, while continuing nationwide rollout of Take Care Health Clinics at Walgreens stores
Large-company employees, health plan members and their dependents will seamlessly access health centers and pharmacies through Walgreens drugstores and employer worksites
New patient-centered offerings will lower costs, improve outcomes and enhance Walgreens relationships with employers and health plans

DEERFIELD, Ill.--(BUSINESS WIRE)--To provide patients with greater access to quality, affordable and convenient health care near their homes and at work, Walgreen Co. (NYSE:WAG) (NASDAQ:WAG) has created a new Walgreens Health and Wellness division. The division will manage health centers and pharmacies at large-company worksites, while continuing the rollout of Take Care Health Clinics located at Walgreens drugstores nationwide.

As part of the new division’s strategy, Walgreens also announced plans to acquire two leading operators of worksite health centers, I-trax, Inc. (AMEX: DMX) of Chadds Ford, Penn., parent company of CHD Meridian Healthcare, LLC, and privately held Whole Health Management of Cleveland. Upon closing of the transactions, Walgreens will have more than 500 worksite and retail health centers in 40 states, including its Take Care Health Clinics.

Walgreens estimates the current potential market for worksite health centers and pharmacies includes more than 7,600 corporate campuses of 1,000 employees or more.

Walgreens will acquire I-trax in an approximately $278 million cash transaction, including the assumption of about $18.3 million in net debt. An affiliate of Walgreens will commence a tender offer within 10 business days for all outstanding common stock of I-trax at $5.40 per share.
Walgreens Retail Pharmacy
6000+ Neighborhood Locations

Walgreens Health and Wellness
Hal Rosenbluth
President, Walgreen's Health & Wellness Division
Chairman, Take Care Health Systems

Walgreens Health Services
(PBM, Specialty, Home Care, Mail, etc.)

355 on-site health and wellness centers at large companies

189 Take Care Clinics located at select pharmacies

Pooled Take Care Health Systems Resources Will Offer Over 7,000 points of care:
- Primary / Urgent Care
- Occupational Health
- Pharmacy Services
- Preventive Care
- Health Coaching
- Disease Management
- Wellness Programs
- Physical Therapy
- Fitness Programs
- Dental Services
- Vision Care
- X-Ray / Radiology
Advantaged Setting: Retail Pharmacy Consumer Solutions Overview
The Idea

• Utilize an underused resource (Nurse Practitioners) and build a low cost model built entirely around satisfying patients
  – Deliver value-high quality, on a patient’s terms at an affordable price
  – NPs-caring for the “whole” patient
• A system focused on Right Care, Right Place, Right Time
• An Integrated Team Based Approach
• A Unrelenting Focus on Quality
  – Clinical practice based on best practice guidelines with a goal of making every patient say “WOW”
• Strong Utilization of technology to improve the patient experience and efficiency of process
Value Proposition – Patient

- Healthcare on a patient’s terms
- Decrease the cost of care
- Provide a “WOW” experience
Take Care Health Clinics

- Open seven days a week, including evenings and weekends
- No appointments necessary
- Staffed by Nurse Practitioners who are licensed to write prescriptions
  - Physician Assistants in Texas and Nevada
- Most insurance plans accepted
  - Cost of visit is co-payment
  - If uninsured, visits average $59-74
- Services provided to patients 18 months and older
- Paperless registration and electronic medical record

<table>
<thead>
<tr>
<th>Respiratory Illnesses</th>
<th>Diagnostic Testing*</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Bronchitis</td>
<td>• Blood Pressure/Hypertension</td>
</tr>
<tr>
<td>• Common Colds</td>
<td>• PPD/Tuberculosis</td>
</tr>
<tr>
<td>• Coughs</td>
<td>• Pregnancy</td>
</tr>
<tr>
<td>• Ear infections</td>
<td>*Tests may be given as part of a paid clinic visit</td>
</tr>
<tr>
<td>• Flu</td>
<td></td>
</tr>
<tr>
<td>• Laryngitis</td>
<td></td>
</tr>
<tr>
<td>• Sinus Infections</td>
<td></td>
</tr>
<tr>
<td>• Sore Throat</td>
<td></td>
</tr>
<tr>
<td>• Strep Throat</td>
<td></td>
</tr>
<tr>
<td>• Upper Respiratory Infections</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Additional Treatments</th>
<th>Minor Injuries</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Allergies – Seasonal</td>
<td>• Abrasions</td>
</tr>
<tr>
<td>• Bladder Infections (Female, ages 12-55)</td>
<td>• Burns (minor)</td>
</tr>
<tr>
<td>• Diarrhea, Nausea, and Vomiting</td>
<td>• Splinters</td>
</tr>
<tr>
<td>• Early Lyme Disease</td>
<td>• Sprains/Strains</td>
</tr>
<tr>
<td>• Fever (&lt;72 hours)</td>
<td>• Staple/Suture Removal</td>
</tr>
<tr>
<td>• Head Lice</td>
<td></td>
</tr>
<tr>
<td>• Mononucleosis</td>
<td></td>
</tr>
<tr>
<td>• Pink Eye and Styes</td>
<td></td>
</tr>
<tr>
<td>• Scalp Rash</td>
<td></td>
</tr>
<tr>
<td>• Swimmer's Ear</td>
<td></td>
</tr>
<tr>
<td>• Swimmer's Itch</td>
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</table>

<table>
<thead>
<tr>
<th>Vaccinations*</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Flu (Seasonal)</td>
<td></td>
</tr>
<tr>
<td>• GARDASIL® (Females 11-26) – three dose series at $165/each. Currently offered only in Chicago, St. Louis, and Pittsburgh</td>
<td></td>
</tr>
<tr>
<td>• Hepatitis B**</td>
<td></td>
</tr>
<tr>
<td>• Meningitis (Meningococcal)</td>
<td></td>
</tr>
<tr>
<td>• Tdap (Tetanus – Pertussis Booster)**</td>
<td></td>
</tr>
<tr>
<td>• Td (Tetanus Booster)**</td>
<td></td>
</tr>
</tbody>
</table>

*Vaccinations may be incremental to the cost of the visit.
**Administered to patients 11 years and older.

<table>
<thead>
<tr>
<th>Skin Conditions</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Acne</td>
<td></td>
</tr>
<tr>
<td>• Athlete’s Foot</td>
<td></td>
</tr>
<tr>
<td>• Cold Sores</td>
<td></td>
</tr>
<tr>
<td>• Dry Skin</td>
<td></td>
</tr>
<tr>
<td>• Impetigo</td>
<td></td>
</tr>
<tr>
<td>• Itchy Skin</td>
<td></td>
</tr>
<tr>
<td>• Poison Ivy/Thorn Oak</td>
<td></td>
</tr>
<tr>
<td>• Rashles</td>
<td></td>
</tr>
<tr>
<td>• Ringworm</td>
<td></td>
</tr>
<tr>
<td>• Scabies</td>
<td></td>
</tr>
<tr>
<td>• Shingles</td>
<td></td>
</tr>
<tr>
<td>• Skin infections</td>
<td></td>
</tr>
<tr>
<td>• Sunburn</td>
<td></td>
</tr>
<tr>
<td>• Tick/Insect Bites</td>
<td></td>
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<tr>
<td>• Wart Evaluation</td>
<td></td>
</tr>
</tbody>
</table>

Patient care services provided by Take Care Health Services, an independently owned professional corporation whose licensed health care professionals are not employed by or agents of Walgreens Co. or Take Care Health Systems, LLC.

Walgreens company
Inventing a Whole New Patient Experience
The Customer Comes Second

A focus on delighting / clinically supporting our providers so they can delight and care for the patients
# Patient Satisfaction

<table>
<thead>
<tr>
<th></th>
<th>% Patients Somewhat/Extremely Satisfied</th>
<th>% Patients Probably/Definitely Recommend TC Clinic</th>
<th>% Patients Probably/Definitely Recommend TC NP</th>
<th>% Patients Rating Personal Manner of NP VG/Excellent</th>
<th>% Patients Rating Sign In Very Good/Excellent</th>
<th>% Patients Rating Wait Time Very Good/Excellent</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td>95%</td>
<td>94%</td>
<td>93%</td>
<td>94%</td>
<td>92%</td>
<td>86%</td>
</tr>
<tr>
<td>Chicago</td>
<td>97%</td>
<td>95%</td>
<td>95%</td>
<td>96%</td>
<td>92%</td>
<td>89%</td>
</tr>
<tr>
<td>Kansas City</td>
<td>92%</td>
<td>92%</td>
<td>91%</td>
<td>90%</td>
<td>88%</td>
<td>78%</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>91%</td>
<td>91%</td>
<td>91%</td>
<td>91%</td>
<td>86%</td>
<td>86%</td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>96%</td>
<td>95%</td>
<td>95%</td>
<td>94%</td>
<td>94%</td>
<td>90%</td>
</tr>
<tr>
<td>St. Louis</td>
<td>97%</td>
<td>97%</td>
<td>94%</td>
<td>96%</td>
<td>92%</td>
<td>86%</td>
</tr>
</tbody>
</table>
### Quality: Progress against HEDIS Measures

<table>
<thead>
<tr>
<th></th>
<th>HEDIS</th>
<th>HEDIS</th>
<th>HEDIS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Take Care Average</td>
<td>95.4%</td>
<td>94.2%</td>
<td>91.5%</td>
</tr>
<tr>
<td>National Goal</td>
<td>71.3%</td>
<td>82.8%</td>
<td>72.0%</td>
</tr>
<tr>
<td>Avoidance of Antibiotic</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Treatment in Adults</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(18-64) with Acute</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bronchitis</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Appropriate Treatment</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>for Children (&lt;14)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>diagnosed with URI</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Appropriate Testing</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>for Children (&lt;17)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>with Pharyngitis</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Results suggest model is working

• Have opened over 200 clinics in 20 markets in first couple of years
  – Will have over 400 in next several months
• Have seen over **600,000 patients in 2 years**
  – More mature sites averaging almost 30 patients per day
• Over 1/3 of Take Care visits would have been in an ER/Urgent Care setting
  – 10% would not have sought care
  – 55% could not get into see physician

• **Over 40% of patients cannot name a regular primary care provider**

• 10-20% of patients referred to other providers
  – Over 90% to primary care

• 5-10% of Take Care patients being driven by referrals from physicians
Advantaged Setting:
Workplace Health Center
Employer Solutions
“Mega-trends” are Impacting Employer Healthcare Management

- Escalating healthcare costs (medical & pharmacy)
- Increasing interest in on-site health and fitness services
- Migration of occupational health to full service primary care
- Clinical quality and a reduction in medical errors
- Focus on human capital and impact on productivity
- Movement to outsourcing
- Consumer-driven healthcare
- Applying system process optimization to health care
Workplace healthcare centers are increasingly being deployed.
# The Value Propositions of Workplace Health

<table>
<thead>
<tr>
<th>Employer of Choice</th>
<th>Worker Safety</th>
</tr>
</thead>
</table>
| • Patient Satisfaction  
• Access  
• Availability  
• Health Effects  
• Trusted Relationship | • Medical surveillance  
• Injury & Illness  
• Return to Work  
• Emergency Preparedness |

<table>
<thead>
<tr>
<th>Quality Care</th>
<th>Cost Savings</th>
</tr>
</thead>
</table>
| • Metric Driven  
• Clinical Excellence  
• Operational Excellence  
• External Accreditation | • Direct Medical  
• Cost Avoidance  
• Reduced Lost Time  
• Health Advocacy  
• Measurable ROI |
“Migration & Integration” of Workplace Health Services: Yielding Great Improvements in Productivity

Risk Management
- Medical Surveillance Exams
- Injuries & Illness
- Ergonomics
- Emergency Response

Medical Management
- OSHA Reporting
- Workers Compensation
- Absence Management
- EAP Behavioral Health

Disability Management
- Case Management
- Travel Medicine

Wellness/Prevention
- Physical Therapy
- Emergency Preparedness

Population Management
- Disease Management
- Fitness
- Urgent Care
- Dental

Primary Care
- Referral Management

75% % of Employer Healthcare Costs

25%
Our Employer Solutions Range of Services

PRIMARY SERVICES

- Primary Care
- Acute/ Extended Episodic Care
- Pharmacy
- Prevention/ Wellness
- Occupational Health
- Fitness

ADDITIONAL SERVICES

- Disability Management, Including STD, LTD & FMLA
- Physical Therapy
- Laboratory Services
- Specialty Services Rotations
- Woman’s Health
- Medical Emergency Services
- Substance Abuse Testing
- Global Medical Leadership/ Direction
- Compliance: OSHA, AED, CLIA and VIS
- Medical Surveillance
- Workplace Safety
- Physicals Examinations
- Return to Work Program
- Ergonomics
- Pharmacy Concierge Services
- Specialty Pharmacy Services
- Integrated PBM/ Mail Order Services
- Physician Referral Network
- Disaster Management
- Travel Medicine
- Disease Management/ Wellness Coordination
- Health Screening/ Fairs
- HRAs/ Biometric Testing
- Health Coaching
- Health Advocacy

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The Experience: Creating the “Virtuous Cycle”
Member Satisfaction Drives... Everything

- Enveloping Employees/ Members in a very positive experience drives all other elements of success
- Member Experience
- Marketing/ Promotion
- Onsite Staff/ Personnel
- Facility Design/ Workflow
- Utilization
- Refine and Expand
- Measure, Monitor Execution
- Member Health & Productivity
- TOTAL Value Received

Collect Data and Implement/ Refine Initiatives
The Customer Comes Second
Clinicians supported by clinical community and infrastructure

Clinical Community of 1,800 professionals with varying skill sets and interests linked via web

Best in Class P&P Credentialing/ Accreditation

Continuous Improvement Benchmarking

Clinical Community and Leadership

Departmental Support: IT, HR, Marketing, Risk Mgt/ Legal

Globally Experienced Leadership

Robust Clinical Audits and Best Practice Benchmarking

Policies and Procedures cultivated over 25+ years by highly trained and experienced medical and administrative staff dedicated to Workplace health.
### Clinical Scorecard:
Sample Page at Site Level

**CLINICAL EXCELLENCE SCORECARD**
Company: Pitney Bowes
CH: Technology Group Site: Latham Date: January 2009

<table>
<thead>
<tr>
<th>Site Code</th>
<th>LOS</th>
<th>Metric ID</th>
<th>Complete Metric Description</th>
<th>Metric Component</th>
<th>Evidence of Compliance</th>
<th>Numerator Description</th>
<th>Numerator</th>
<th>Denominator</th>
<th>Pass</th>
<th>Failed But Corrected Right Away</th>
<th>Failed But Corrected With Action Plan</th>
<th>Dashboard</th>
</tr>
</thead>
<tbody>
<tr>
<td>41002 OH</td>
<td>2</td>
<td>A</td>
<td>Acute LBP is managed according to ACOEM guidelines. If LBP is not a top diagnosis, choose one of the other acute MS injuries in CCQI.</td>
<td>YES</td>
<td>90% obtained on CCQI indicator criteria MS Injury LBP from June 2006</td>
<td>(0-30) # of patients with LBP treated according to protocol</td>
<td>26</td>
<td>30</td>
<td>NO</td>
<td>NO</td>
<td>YES</td>
<td>🟢</td>
</tr>
<tr>
<td>41002 OH</td>
<td>2</td>
<td>B</td>
<td>90% obtained on CCQI indicator criteria MS Injury Wrists from June 2006</td>
<td>YES</td>
<td>(0-30) # of patients with Wrist injury treated according to protocol</td>
<td>28</td>
<td>30</td>
<td>YES</td>
<td>N/A</td>
<td>N/A</td>
<td>🟢</td>
<td></td>
</tr>
<tr>
<td>41002 OH</td>
<td>2</td>
<td>C</td>
<td>90% obtained on CCQI indicator criteria MS Injury Shoulder from June 2006</td>
<td>YES</td>
<td>(0-30) # of patients with Shoulder injury treated according to protocol</td>
<td>27</td>
<td>30</td>
<td>YES</td>
<td>N/A</td>
<td>N/A</td>
<td>🟢</td>
<td></td>
</tr>
<tr>
<td>41002 OH</td>
<td>2</td>
<td>D</td>
<td>90% obtained on CCQI indicator criteria MS Injury Cervical Neck from June 2006</td>
<td>YES</td>
<td>(0-30) # of patients with Cervical Neck injury treated according to protocol</td>
<td>22</td>
<td>30</td>
<td>NO</td>
<td>NO</td>
<td>YES</td>
<td>🟢</td>
<td></td>
</tr>
<tr>
<td>41002 OH</td>
<td>2</td>
<td>E</td>
<td>Site has implemented at least 3 wellness programs within the past year.</td>
<td>YES</td>
<td>Documentation of 3 Wellness programs on CCQI RM indicator</td>
<td>(0-3) # of wellness programs implemented</td>
<td>3</td>
<td>3</td>
<td>YES</td>
<td>N/A</td>
<td>N/A</td>
<td>🟢</td>
</tr>
</tbody>
</table>
Chronic Illness Care Study: Workplace Care vs. Community Care

- Study Design – control vs. study groups
- Primary Care/ Rx Site
- Chronically ill patients 4X more likely to use CHD Meridian for primary medical care
- Chronically ill patients who utilize the Medical Center for primary care exhibit:
  - More primary care visits – 24% more total office visits per year
  - Less hospitalization – Inpatient admission rate reduced by 50%
  - Less ER/hospital use – Hospital outpatient visits reduced by 42%
  - Less need for referral – Community office visits are reduced by 36%
  - Less prescriptions/More use of mail order – PBM scripts are reduced by 61%

**Cross Sectional Analysis**

Patients With A Chronic Disease
Annual Per Patient Healthcare Costs

- Do Not Use Medical Center
  - $6,394

- Use Medical Center
  - $4,849
  - $1,386

Medical claims costs reduced by 32%
Pharmacy claims costs reduced by 17%
Total medical and Rx costs reduced by 29%
**Evidence-based prescribing practices generate value**
(recently published article in Journal of Health & Productivity – March 2007)

**Figure 2**
Antibiotic Line and Average Cost: Workplace Treated v. Community Treated

Better Care – and a Potential Savings of $1.5 Million for Antibiotics Alone
10%-12% Greater medication adherence 
Integrated primary care & pharmacy users versus community
Medication patient safety: Significantly better than Community

- With a community error rate recently reported in USA Today of 1/1000
  - Expect 1000 errors
    - At $2000 per ADE (IOM) = $2 Million
    - 4 Hospitalizations at 10,375 each (IOM)
    - 24 ER visits at $ 1444 each (IOM)

- With our error rate of 3/10000 (prior to implementation of new IT platform)
  - Expect less than 300 = $600K
  - 1 Hospitalization

PATIENT SAFETY COST SAVINGS = 1.4 Million
(Based on 1 million prescriptions)
2% of all hospitalizations are due to medication misadventures
Population Health Excellence
The next most important part of the solution

• The Problems of the American Health System in Need of Solutions
  (The Commonwealth Fund – Organizing the US Health Care Delivery System For High Performance August 2008)

  - **Access & Navigation**
    • 75% of adults report difficulty accessing care
    • Fragmented processes leads to frustrating and dangerous experiences

  - **Poor Communication & No Accountability**
    • Providers do not collaborate
    • Waste, Duplication, Errors

  - **Cost without Value**
    • Not evidence based
    • No system optimization
    • System rewards high cost intensive interventions rather than primary care
      • Preventive medicine
        » Lifestyle change
        » Screening of illness
        » Management of chronic disease

  - **Compliance & Adherence**
    • Small percentage of medications are taken correctly to completion
    • Few treatment regimes are follow through with or sustained
### Population Health Management Approach

<table>
<thead>
<tr>
<th>Healthy (Unknown)</th>
<th>At Risk</th>
<th>Acute/Episodic</th>
<th>Chronically Ill</th>
<th>Catastrophic</th>
</tr>
</thead>
<tbody>
<tr>
<td>HRA/ Biometric Testing and Administration</td>
<td>Health Coaching</td>
<td>Scheduled/Walk-in Visits</td>
<td>On-Site Disease Management</td>
<td>Emergency Response</td>
</tr>
<tr>
<td>Lunch and Learns</td>
<td>Patient Education</td>
<td>Emergency Responses</td>
<td>Integrated DM</td>
<td>Case Management</td>
</tr>
<tr>
<td>Immunizations</td>
<td>Program Management</td>
<td>Referral Management</td>
<td>Health Coaching</td>
<td>Pharmacy Care Management</td>
</tr>
<tr>
<td>Screenings</td>
<td>Health Advocacy</td>
<td>Pharmacy Care Management</td>
<td>Patient Education</td>
<td>Rehabilitation Management</td>
</tr>
</tbody>
</table>

**Face to Face with Trusted Clinicians**

**Telephonic Coaching & Care Management**

**Provider / Member Portal Content & Tools**
Population Health Excellence™

Our Strategic Advantage:

• 7000 Points of Care
• In the Workplace & In the Neighborhood
• 25000 Trusted Clinicians
• Patent Pending Processes that Work
• Able to Integrate with 3rd Parties – Health plans or Vendors
• Able to Integrate Continuum of Care – Fitness to Illness
• Able to Integrate Across Providers – Trainers to Therapists to Physicians
The Power of The Trusted Clinician
Higher rates of engagement & retention

- Peer – reviewed publication
- DMAA best article of 2007
- Improved engagement & retention rates with integrated program

- Engagement rate related to depth of relationship
- Proven research influencing the marketplace
- Retention rate article will be in October issue of JPHM
Multiple Trusted Clinicians Working in Concert on Behalf of the Consumer

The Nurse in the neighborhood
The Doctor at the workplace
The Therapist at the workplace
The Pharmacist in the neighborhood

Diagnose & Treat
Educate & Motivate

Reinforce and Coach

Keep Fit & Rehab
Integrating Care by Leveraging the “Trusted Clinicians”:
Physicians, Pharmacists, Nurse Practitioners, Nurses, Therapists,
Health Coaches, Care Managers, Personal Trainers, ...............

Wellness
Screenings
Immunizations
Health Coaching
Health Assessment

Fitness
Work Readiness
Ergonomics
Work Hardening
Return to Work

Illness
Drug Management
Behavioral Health
Disease/Case Management

Managing the Medical Community
Specialists
Tests
Hospitals
Treatment Options

Environment
Smoking Ban
Traditional Occ Health
Safe Workplace
Cafeteria

take care health systems®
Today’s Discussion

• Wellness is Broad-based
  – SPECIES
  – Primary, Secondary, Tertiary Prevention
• The Power of the Trusted Clinician
  – Engagement & Retention
  – Navigating the System for/with Consumers
• Retail-based & Workplace Health Centers are Advantaged Settings
• The Next Step is Population Health Excellence™