Corporate Overview
Making eCare a Reality

www.confer.com
eCare: The Evolution of eHealth

Information Dissemination ➔ Transaction Processing ➔ Process Automation

eContent ➔ eConnectivity ➔ eCare

drkoop.com ➔ PointShare ➔ Medscape
Healtheon ➔ planetRx.com
confer
About Confer

- Founded in 1994

- Ecare: Process-based application solutions for care management
  - Web-based DM, CM, UM, Self-Care

- 25 customers
  - Anthem BCBS, Caremark, Genesis, Kronos, Magellan, Matria, Mercy Health, PacifiCare, SCAN Health, Simione Central ...

- Unique technology with 5 US patents
  - XML-based Internet solutions

- Premier partners
  - Dell, FCG, M&R, Microsoft, Oracle, Optimed, PwC, ...
Today’s Healthcare Environment

Medical costs continue to dominate

Costs driven by chronic population & severe episodes

90,000 avoidable deaths
3.0M medical errors

High public exposure to quality challenges

Sources: Piper Jaffrey, HCFA, IOM
Previous Approaches Fail

Conventional healthcare solutions

- Years to deploy, a nightmare to change
- Can’t prove outcomes and ROI
- Applications don’t fit the customers’ processes
- Not interoperable; can’t integrate
- Doesn’t leverage the power of the web
  - “web-enablement” isn’t the answer
Confer eCare Solutions

eProcess applications that:

- Automate Care Management
- Integrate Care Constituents
- Reinforce Decision Making
- Coordinate Care Delivery
- Deliver Care Status & Reporting
The ConferWeb System

**PAYORS**
- Intranet
  - Automate medical mgmt
    - [DM, Wellness, CM, UM]
- Link with Payor core systems

**CONSUMERS**
- Internet
- Member Self-Care
  - [DM, wellness]

**PROVIDERS**
- Extranet
  - Auto authorization/UM outcomes, interventions

**Business–Consumer**
**Business–Business**
Confer Products & Architecture

- ConferWeb™ Adaptive Applications
- ConferWeb™ Platform
- ConferWeb™ Integration Gateway
ConferWeb Benefits

- **Reduces costs**
  - Lowers medical costs by automating disease mgmt protocols, supporting effective interventions and improving compliance
  - Lowers admin costs by eliminating rules-based manual tasks, increasing employee productivity and involving providers/consumers

- **Automates data collection and integration**
  - Simplifies data capture and integration with existing systems
  - Automates/standardizes reporting of costs and outcomes

- **Improves quality, retention & relations**
  - Engages consumers, payors and providers in care
Sample of Key Confer Partners

- Named #1 Oracle worldwide eBusiness healthcare partner
- Implementation partner with First Consulting Group, PwC
- Microsoft Certified Solution Partner for Healthcare
- Exodus strategic hosting and business partnership
- Health Hero partnership for device-based disease mgmt
- Embeddable guidelines