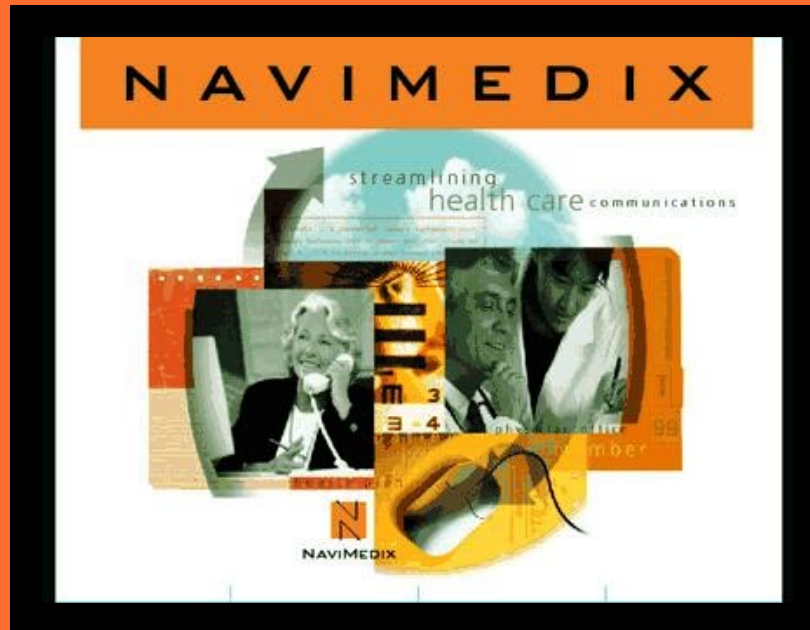


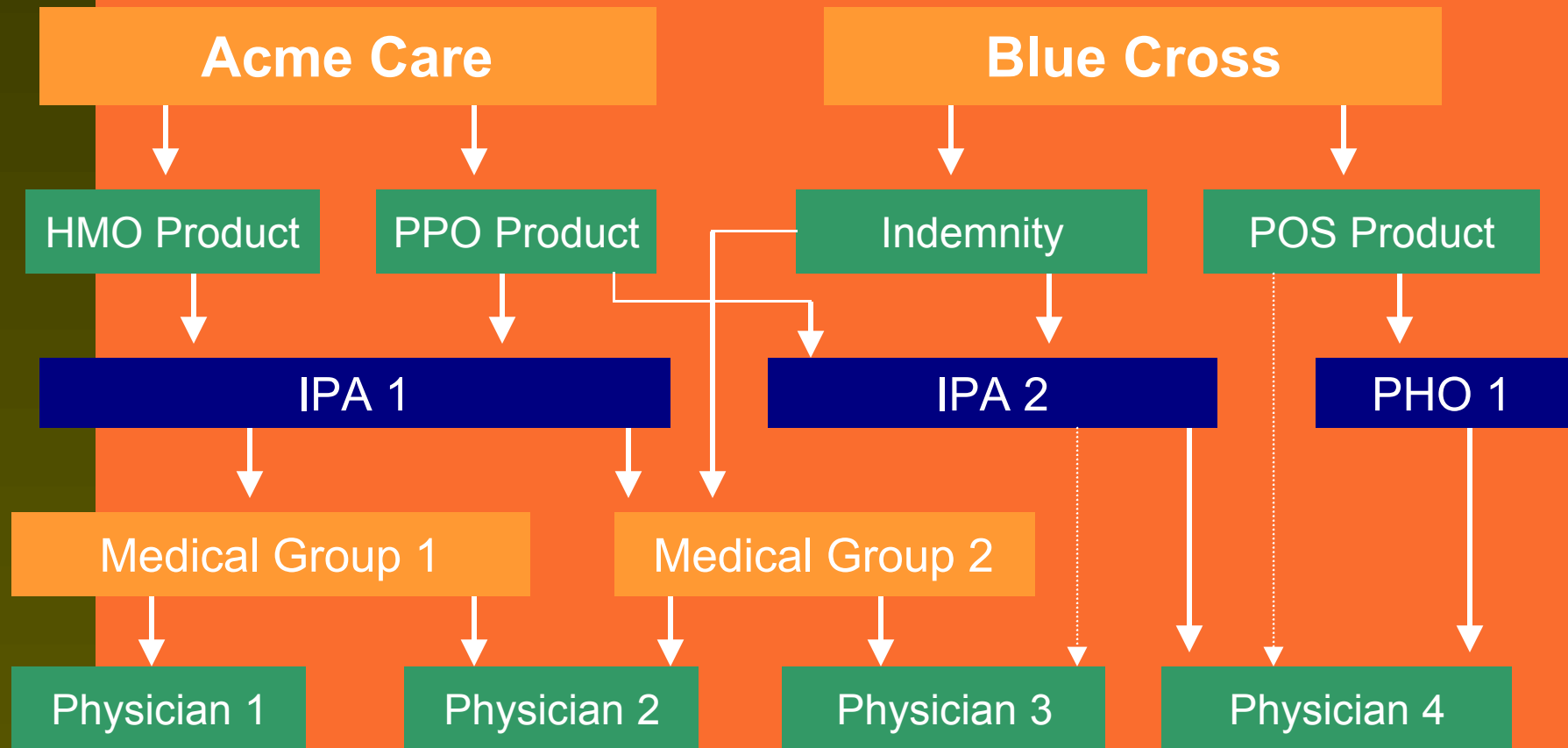
Streamlining Healthcare Communication



NaviMedix

Market Challenge: COMPLEXITY

Coordinating Health Care Work Flow is Difficult



Requirement: Accommodate new requirements for practice workflow, network configuration and product design



Market Challenge: FRAGMENTATION Physician Offices Work With Multiple Trading Partners

Trading Partners are unwilling to abandon proprietary processes

The image displays three overlapping forms used for medical referrals. The top form is a yellow 'REFERRAL AUTHORIZATION FORM' from Tufts Associated Health Plan, featuring the Tufts logo and fields for referral number (7376057) and insurance type (HMO or POS). The middle form is a blue 'OnLine Referral Form' from Pilgrim Health Care, with fields for member name (Ajay Doly), subscriber ID (JWB332), PCP name (Ajay M), and specialist name (Mansu, D). The bottom form is a black 'Referral Authorization Request' from SecureHorizons, containing patient information (Elizabeth Eckert), PCP name (Paul Scherston), and a 'REQUESTED SERVICE' section with checkboxes for visit types and treatment authorization.

Difficult for physician offices to accommodate complex process of trading partners.

Requirement: Balance trading partner need to have a proprietary system with needs of office for all payer solution



Market Challenge: INFRASTRUCTURE

Lack of Systems Investment and Knowledge

Physician Office
Investment in Systems



Limited Hardware
Limited Staff
Limited Capital

3-5% of Offices have
Internet Access

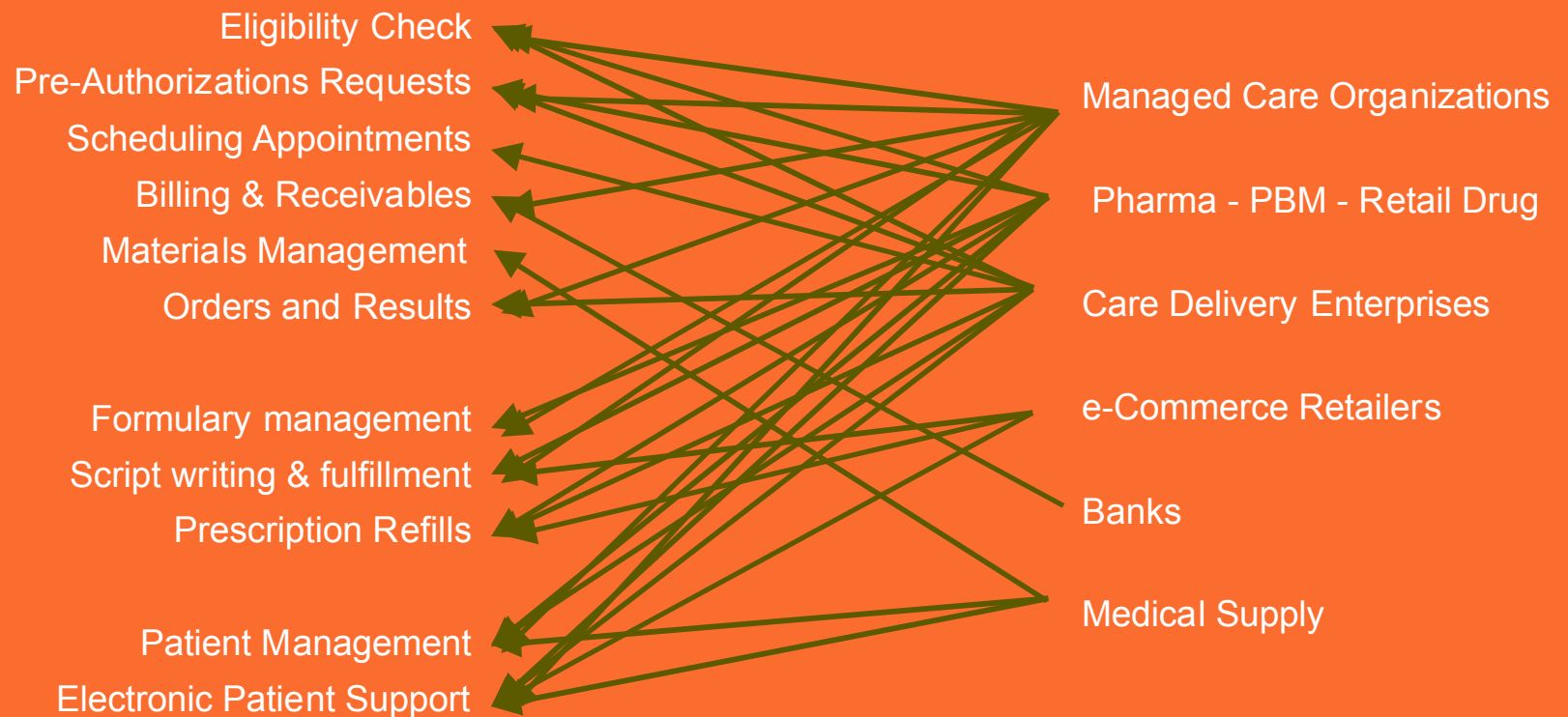
Requirement: Provide system at little or no cost to offices and address their very limited systems capabilities



Market Challenge: WORKFLOW INTEGRATION

Standard Office Workflow

Trading Partners Involved



Requirement: Get embedded in the office workflow



Market Challenge: DISINTERMEDIATION

Traditional
Vendor
Implementati
ons Threaten
Established
Players

BUT – Established
Players Control
the IT
Infrastructure so
Vendors Can't Get
Started

End Result:
NO ONE WINS



New Approaches – NaviMedix Unique Solution

NaviNet Application

Patient SSN	DOI ID	Status	PCP	Plan	Req Date	# Visits
Chis, Deb	10201967	Incomplete	Walby, M	MSHS		3 req
482-14-1020	4843-1428		Maine, D	010201999	06/22/1998	
Cheedy, William	10201977	Approved	Walby, M	Tufts		3 app
402-14-1020	4843-1428	3440253466	DeLorenzo, M	062201996	06/22/1998	
Eckles, Elizabeth	10201977	Rejected	Walby, M	Secura Healthplan		3 req
482-14-1020	4843-1428		Jeteron, J	040201996		
Daly, Abby	10201977	Approved	Walby, M	Pilgrim		3 app
402-14-1020	4843-1428	3440253466	Maine, D	032201996	06/22/1998	
Daly, Jeff	010401977	Approved	Walby, M	Pilgrim		1 app
482-74-1424	1423-4366	8078767626	Swoboda, S	021801996	08/17/1998	
Dugas, Dave	05011977	Incomplete	Walby, M	U.S. Health		1 req
336-98-5173	0867-4363		Lewis, D	10/22/1996		

Step 1: Select Patient
 Step 2: Look for Status
 Step 3: Begin New Process

Return to NaviNet Application

Step 4: Finish First Partially Completed Form

OnLine Referral Form **PILGRIM Health Care** TELEPHONE NUMBER: 800-742-8000 / 617-745-1000

REFERRALS FOR NON-CONTRACTED PROVIDERS WILL NOT BE PAID. (CALL FOR CONFIRMATION OF PBC CONTRACTED PROVIDERS.)

INSTRUCTIONS: PRIMARY CARE PHYSICIAN - COMPLETE REFERRAL FORM - FORWARD WHITE COPY TO SPECIALIST - RETAIN YELLOW COPY FOR YOUR OFFICE. PROVIDER NUMBER OR CLAIM FORM ONLY AND FORWARD TO YOUR HEALTH PLAN MEMBER CARE.

DEMOISE, MARGARET DOB: 04/04/1977 MEMBER #: 71946
 Submitter: DR. CHEEDY, WILIAM PCP Number: 10201977 Requesting MR: []
 SPECIALIST NAME: []

REASON FOR REFERRAL: ICD-9 [] * INDICATE NUMBER OF VISITS: []

CHOOSE FOLLOWING REQUESTED SERVICE:

Step 5: Complete Proprietary Trading Partner Process

REFERRAL AUTHORIZATION FORM
 TO BE COMPLETED BY PRIMARY CARE PHYSICIAN OFFICE ONLY (Do not use for Inpatient Day Surgery)

REFERRAL NUMBER: 7378057 HMO: [] PPO: []
 TUFTS HEALTH PLAN P.O. BOX 2880 WALTHAM, MA 02454
 TUFTS HEALTH PLAN P.O. BOX 2880 WALTHAM, MA 02454

WHETHER REFERRALS ARE REQUIRED FOR ALL SERVICES, EXCEPT FOR ROUTINE HEARLY EYE EXAMS, ROUTINE HEARLY SYNTHETIC DENTAL, DENTAL SURGERY, DENTAL PROSTHETIC, RADIOLOGICAL & SURGICAL HEALTH SERVICES

1) Patient Name: Cheedy, William 2) Date of Referral: []
 3) Patient/Member/Subscriber ID #: [] 4) Date of Birth: []
 5) Referral For: [] 6) Name of Primary Care Physician: [] 7) PCP ID #: [] 8) PCP Phone #: []

Step 5: Complete Proprietary Trading Partner Process



Integrating Managed Care Trading Partners @ the Office

NaviNet Workflow Applications

Facilitating Common Transactions

Sponsor Branding

Referral Log Plan Central Task Central Action Items NAVIMEDIX Logout

Health Plan: Oxford Health Plans

Verify Patient Eligibility Create New Referral Browse Provider Directories View Claim Status Formulary

Oxford Health Plans
LEARN MORE ABOUT OXFORD

members home page SPOTLIGHT dare healthcare professionals home page brokers home page

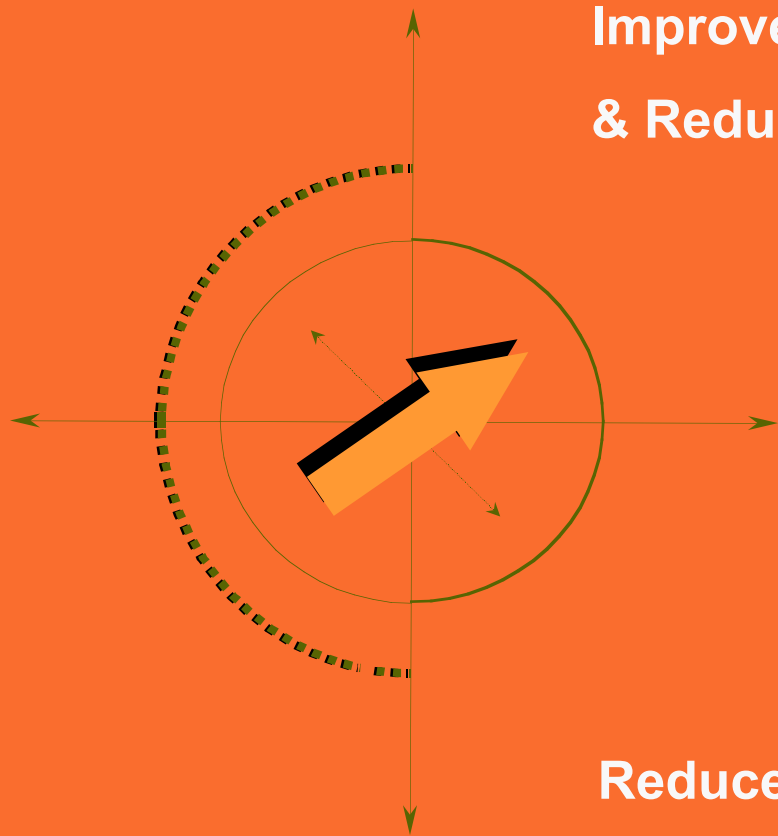
employers home page

HEALTHY MIND HEALTHY BODY ALTERNATIVE MEDICINE

Welcome to the Oxford Health Plans home page. This site is designed for browsers that support frames and secure documents, including [Netscape 2.0](#) and later versions.



Web-Based Connectivity – WORTH THE EFFORT



Improve Operating Performance
& Reduce Admin Cost

Communicate & Implement
Changing Business Rules

Improve Provider &
Member Satisfaction

Reduce Medical Expense
Through Medical Management

