



Managing the Health of a Community

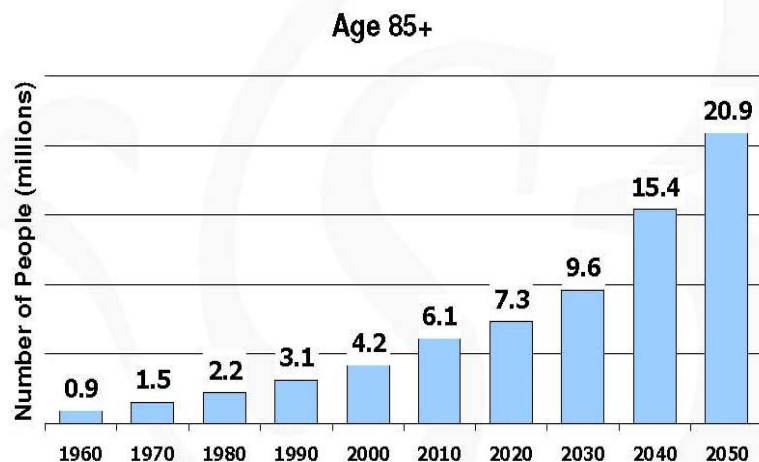
Jean Bisio

President Humana Cares

HUMANA.

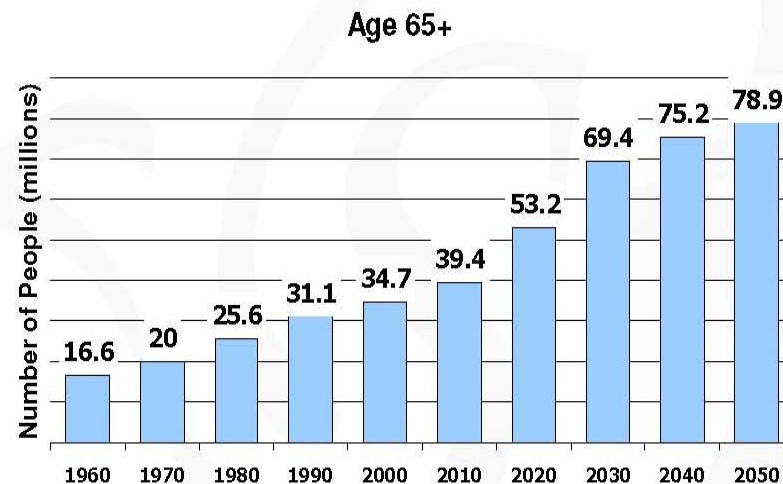
Aging in America

Oldest of the Old
is the Most Rapidly Growing Part of the Population



Source: U.S. Commerce Department, Bureau of the Census

Americans Are Living Longer
and the Country is Growing Older

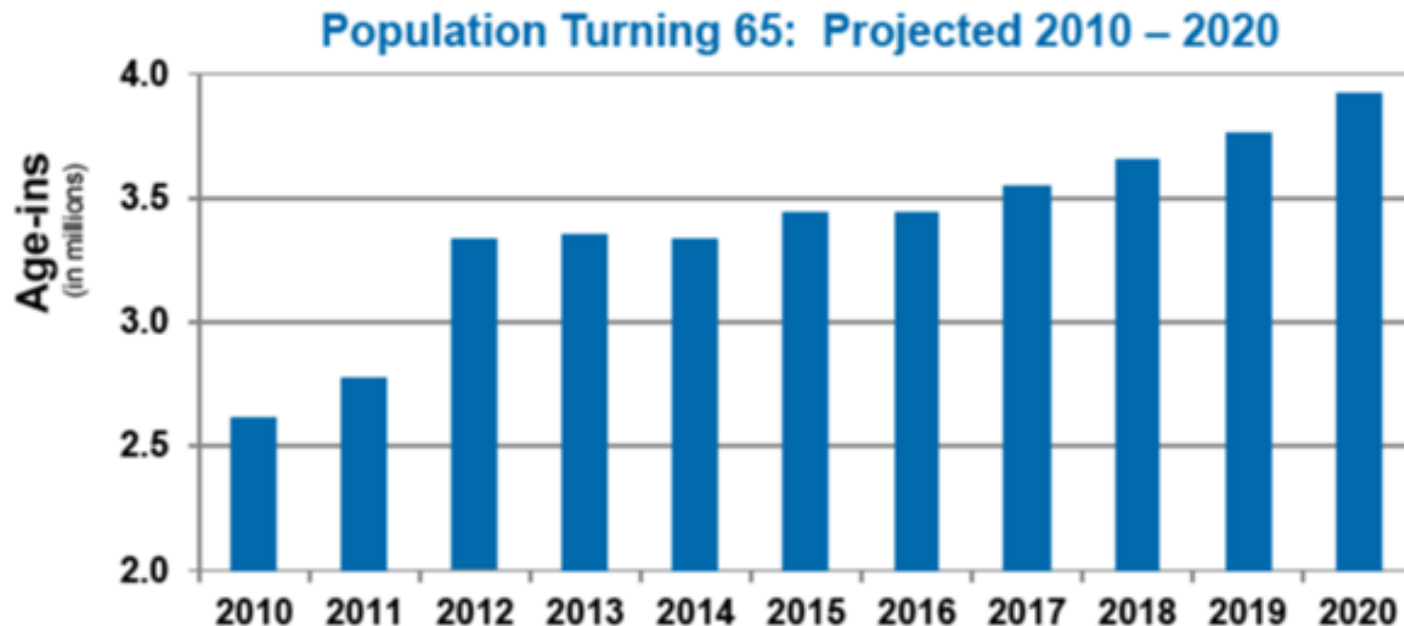


Source: U.S. Commerce Department, Bureau of the Census

Aging in America

An Estimated 7,600 People Will Turn 65 Daily in 2011

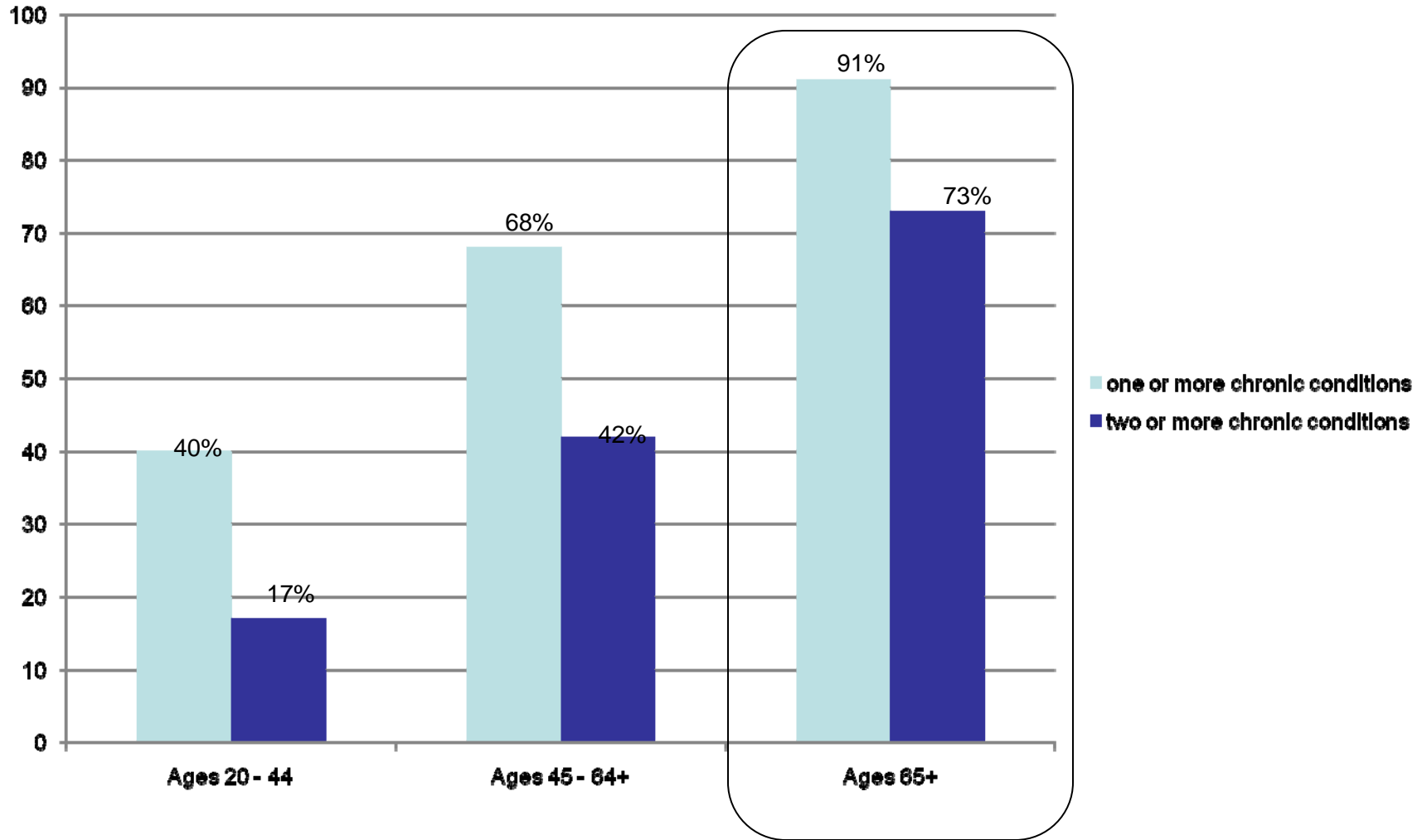
The number of Medicare beneficiaries will be growing dramatically over the next decade as the baby boomers age in to the program.



Source: The U.S. Census Bureau, Population Projections
(<http://www.census.gov/population/www/projections/data/2008/P1.xls>)

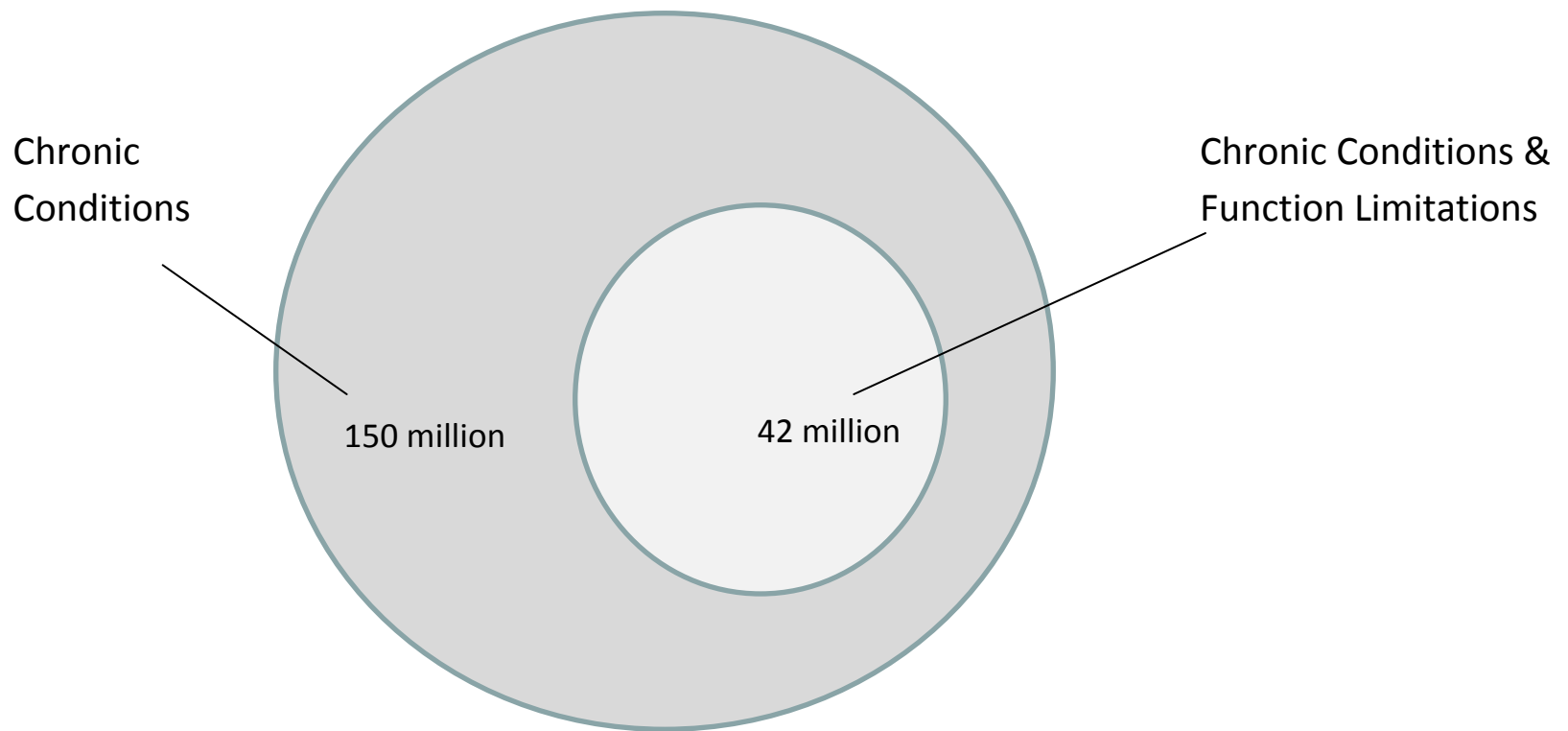
File 1. Projected Population by Single Year of Age, Sex, Race, and Hispanic Origin for the United States: July 1, 2000 to July 1, 2050

Living with Chronic Conditions



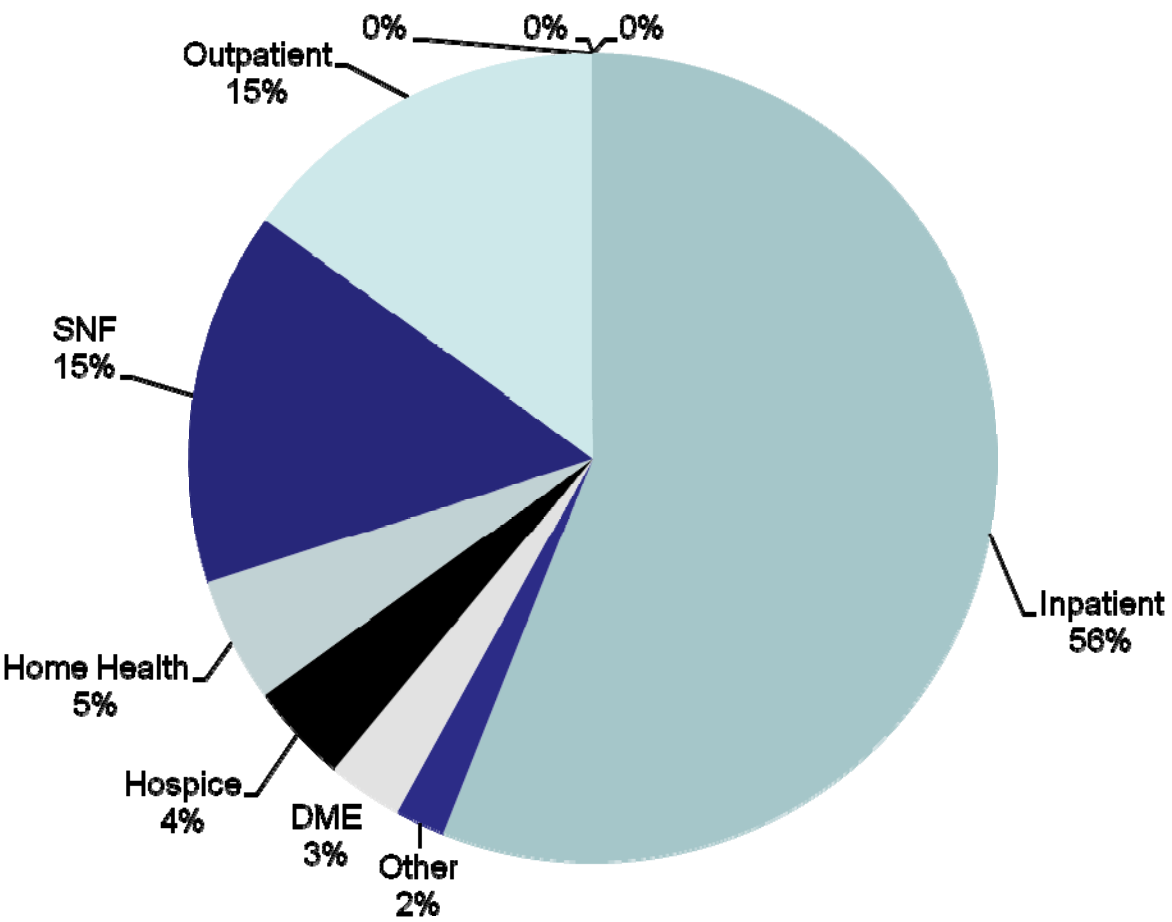
Source: The Robert Wood Johnson Foundation analysis of 2006 Medical Expenditures Survey, 2010

One Out of Four Chronically Ill Have Activity Limitations



Source: LewinGroup analysis of 2066 Medical Expenditures Panel Survey, 2010

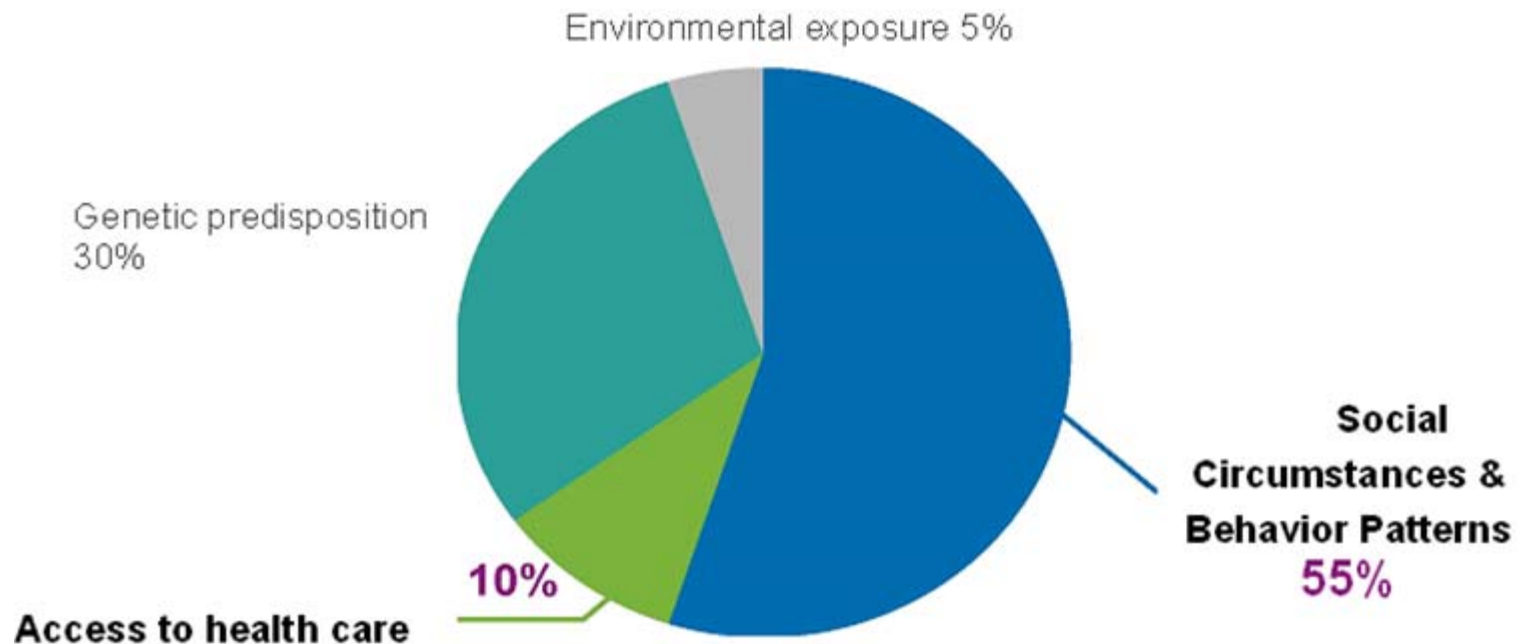
Distribution of Medicare Costs in Chronic Illness



Source: The Dartmouth Atlas of Health Care analysis of 2001 – 2005 Medicare spending, 2008

What are the Underlying Drivers of Health?

65 percent of the underlying drivers are areas in which we can be impactful.



Source: New England Journal of Medicine, September 20, 2007

Multiple Limitations Can Aggravate Health Status

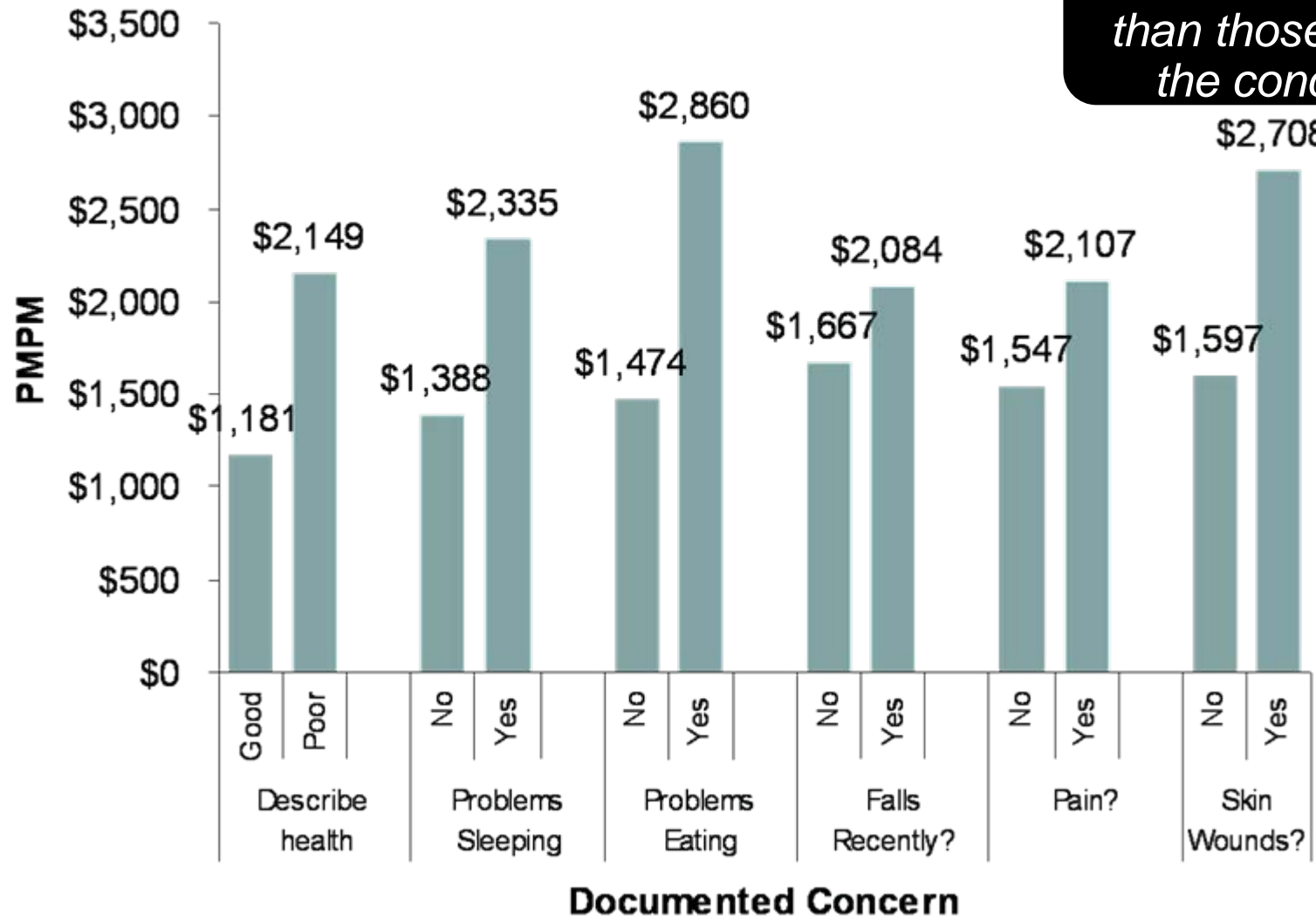
Activities of Daily Living (ADL)	Instrumental Activities of Daily Living (IADL)	Functional (Physical) Limitations
<ul style="list-style-type: none">• Bathing• Dressing• Eating• Transferring• Walking• Toileting	<ul style="list-style-type: none">• Meal Preparation• Shopping• Housework• Managing Money• Telephoning• Transportation• Managing Medications	<ul style="list-style-type: none">• Reaching• Grasping• Stooping• Lifting• Carrying

Aging in Place

- Falls or fall risk
- Pain
- Trouble sleeping
- Trouble eating
- Trouble with light to heavy housework
- Trouble with transportation
- Trouble managing money
- Trouble bathing
- Trouble with memory-forgetting medications
- Skin Breakdowns
- Feelings of depression and isolation
- End of life planning

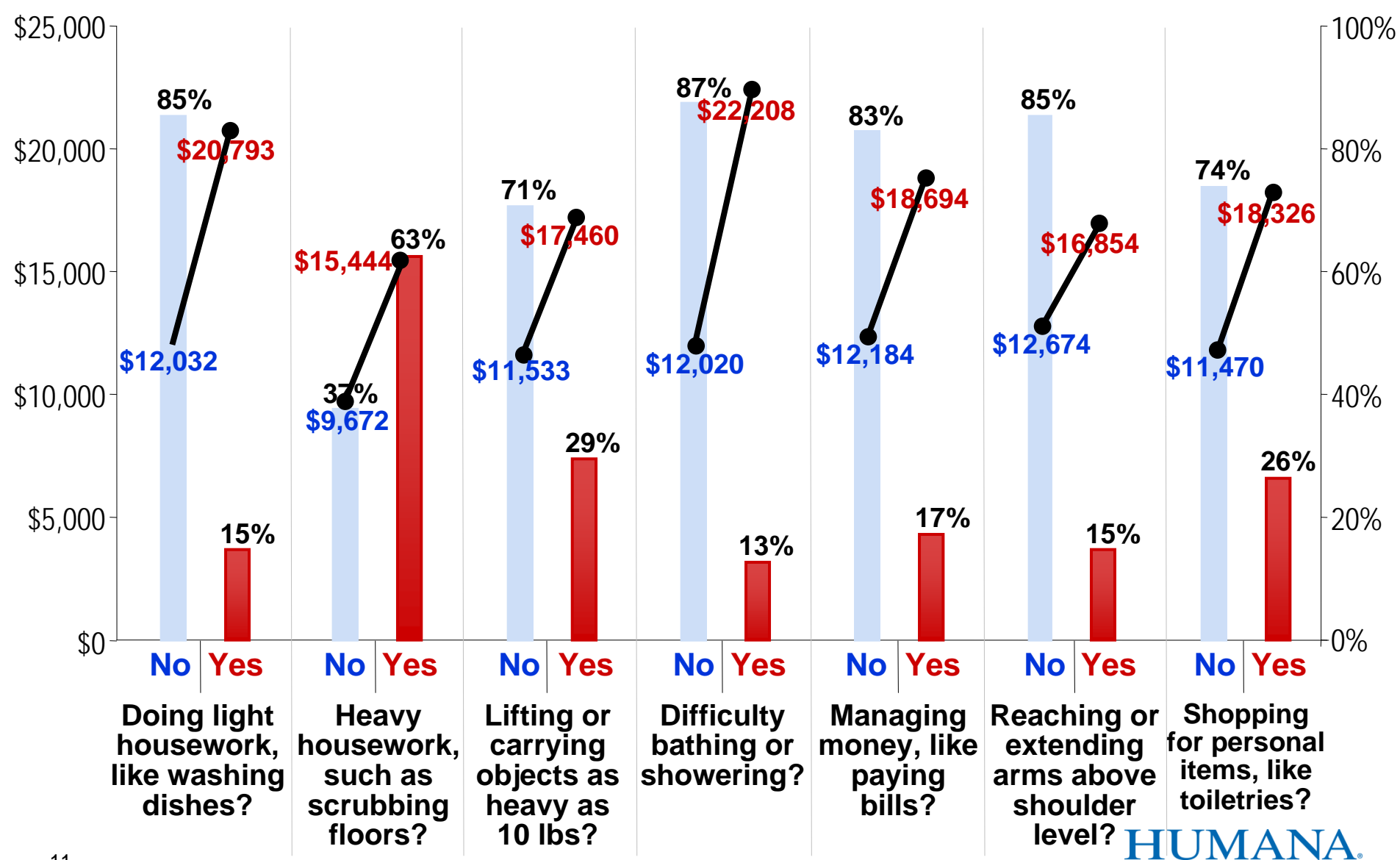
What Drives Cost

Members with the concern cost more than those without the concern...



X Axis shows the documented concern from the mDAT..

What Drives Cost



The Solution



The answer to the aging problem is an organization that offers an integrated suite of services targeted at the older American, as well as their caregivers, to help manage chronic conditions and life transitions caused by aging. Products and services customized to individual needs will enhancing quality of life and facilitating independence at the highest achievable level for each participant.

Focus on Health Outcomes and Quality of Life

Humana's Care Coordination Approach

Our goal is to ***Improve the member's quality of life by focusing on them, not their illness:***

- *Ensure the right care, at the right time in the right place using validated modeling*
- *Prevent/delay the onset of illness*
- *Help the member be self-sufficient in their own home*
- *Connect the member to community resources*
- *Use relevant continuous data analysis to measure results and improve service delivery*



Care Coordination

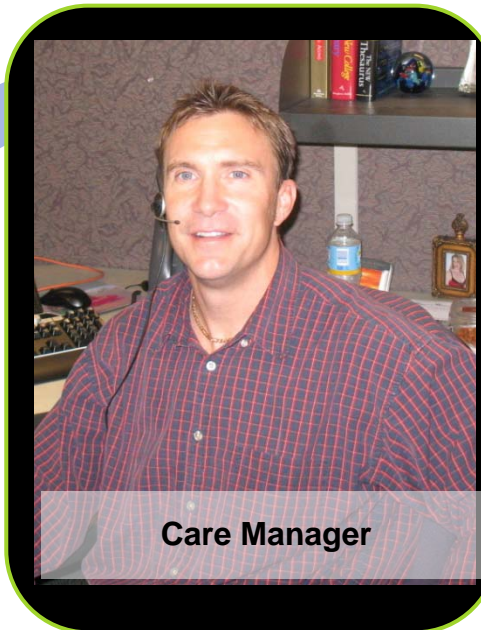
A Holistic Multi-Disciplinary Approach

On-site



- Home/SNF/Hospital Visits
- Discharge Plan Support
- Home Safety Assessments
- HHA/DME/Home Modification Assistance
- Cognitive Assessments & Support
- Caregiver Training & Support
- Community Based Social Service Coordination
- EOL/Advanced Directives
- Dual Eligible/LIS Application/Pharmacy Assistance

Telephonic



- Clinical "Quarterback"
- Care Coordination
- Remote Monitoring
- Self Care and Behavior Change
- Care Transitions
- EOL Planning /Hospice
- Medication Reviews /Pharmacy Services
- Provider Interface

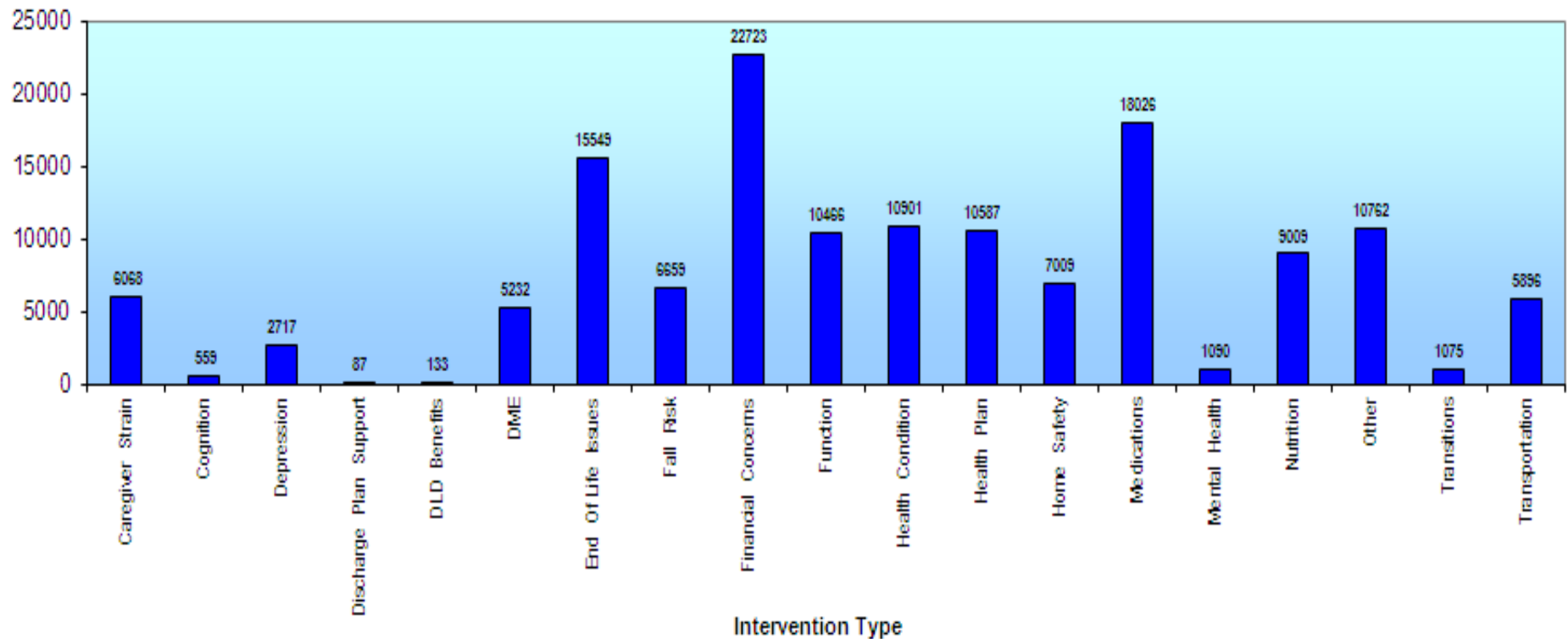
Telephonic/On-site



- Member/Caregiver Education
- CM Support and Research
- Community Resource Directory Maintenance

Connecting to the Community

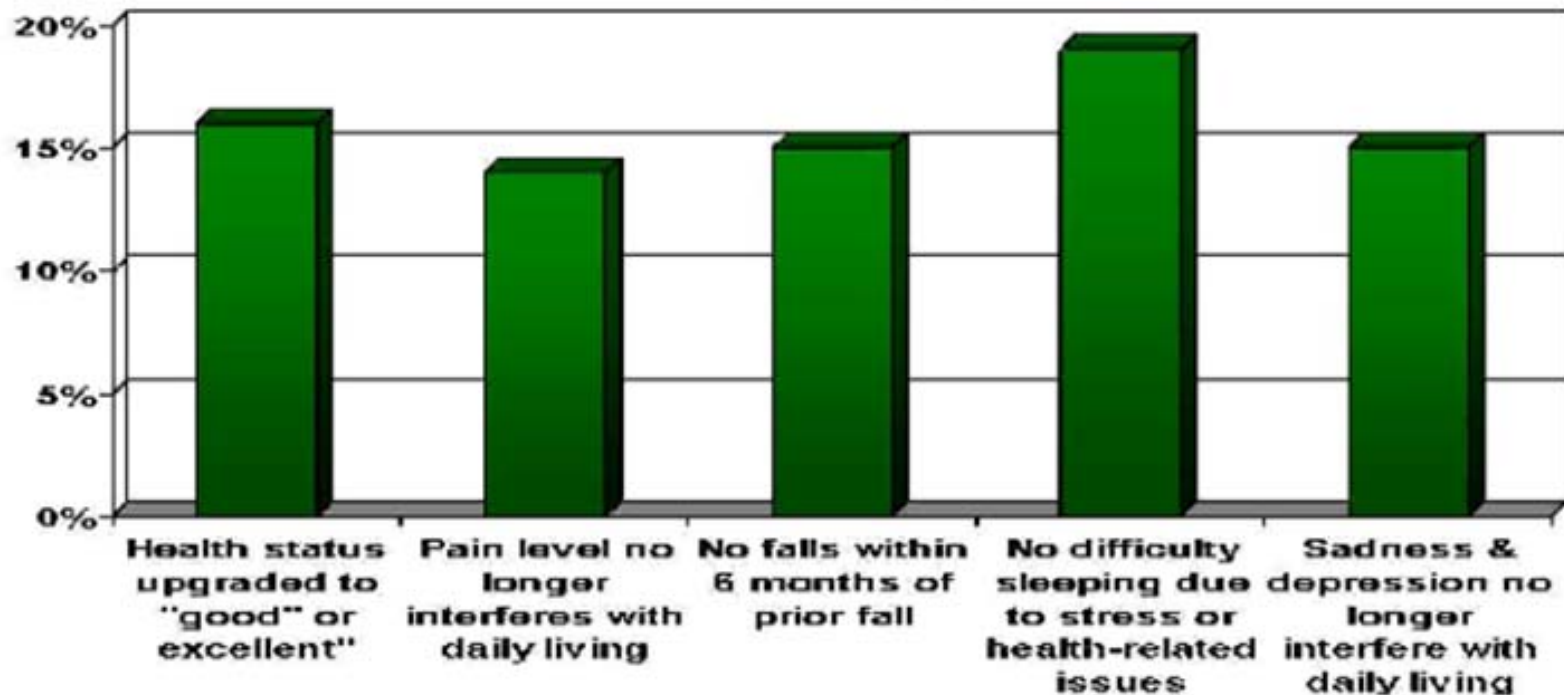
Humana Cares 2010 Intervention Report
(Total 144,548 Interventions)



Delivering Positive Member Results

An independent survey revealed that 77% of Humana Cares members reported agreement with the statement, *“As a result of the program experience, I feel more prepared to manage my own health.”*

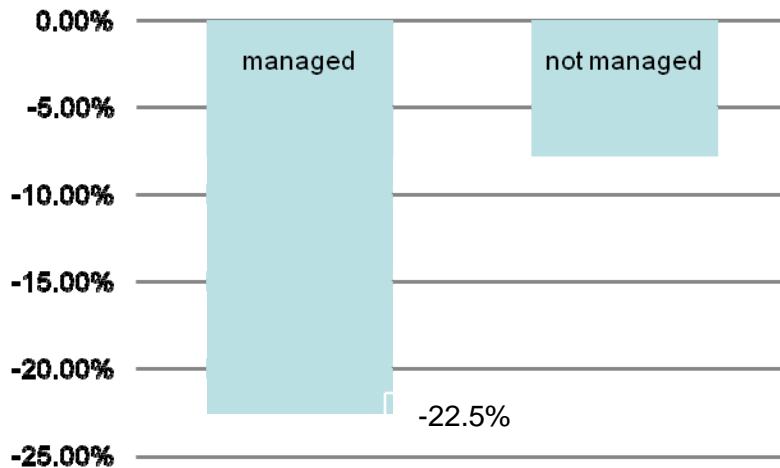
Life-Enhancing Progress Achieved Through Humana Cares Participation (a)



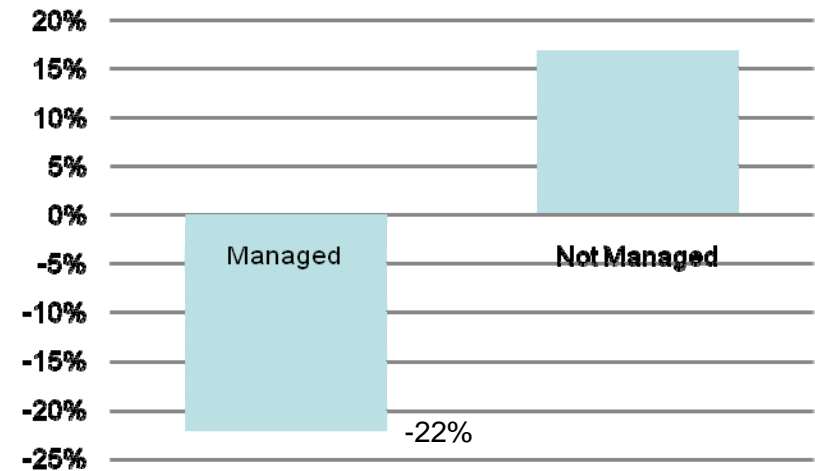
(a) A self-reported study of over 2,000 Humana Members managed through Humana Cares for more than one year

Utilization Trend

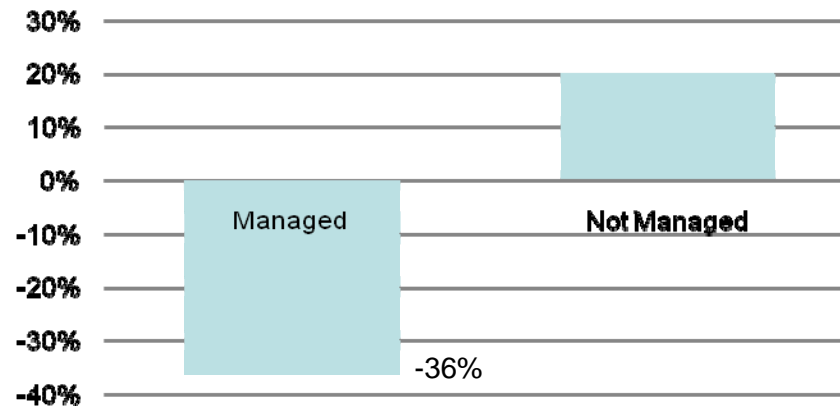
Readmits Trend



ER Cases Trend



Inpatient Admits Trend

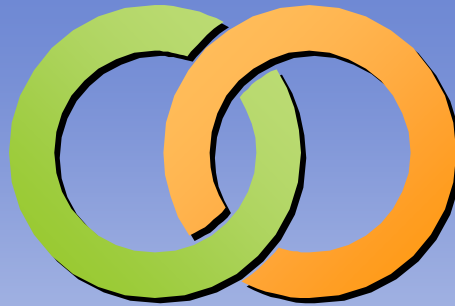


“People do not care how much you know until they know how much you care”



The Next Generation of Public Health

Linking **health care** and **social care** to combat the challenges of aging, and chronic illness



Creates

"Scorable Savings" year after year

Measurable improvements in health

Satisfaction of patients and providers

Measurable improvements in quality of life

HUMANA.