



**Better Information. Better Decisions. Better Health.**

**City of Durham**

### **Local: Local and Committed to Durham and North Carolina**

- Over 3,000 UnitedHealthcare employees based in North Carolina
- \$350 million annual investment in North Carolina (wages, taxes, real estate)
- Direct community investment of **over \$10 Million** in public bonds in Durham
- On-site, accessible and responsive account management team for City of Durham is in Cary, NC.
- Claims and Customer Service Center for City of Durham employees is in Greensboro, NC
- Do not outsource other services or programs- all offered by UnitedHealthcare
- Local customers include Orange County Government, City of Greensboro, Guilford County, Progress Energy (references)
- Social Responsibility: 10,931 Volunteer Hours Logged by NC employees in 2011 (top in the country)
- Diversity Recruiting Partnerships: Multicultural Forums, National Black MBA Association, National Hispanic Nurses Association
- Part of the 100,000 jobs Initiative- committed to hiring 100,000 military vets by 2015

### **Innovation and Investment in Technology**

#### **1. Clinic fees: "Episode of Care" system logic provides a better member experience**

- For ALL Hospital-based physician offices (i.e. Duke PDC and UNC Physicians) the Clinic Fee assessed by the outpatient hospital will be **paid under the office visit copay** when the physician charges assessed on the same day of service are for place of service "office"
- Fully deployed across all claims engines, across the US in January 2012
- Addressed growing national trend of hospital-based physician clinics- employers desire to provide consistent office visit benefits

#### **2. Case Management: Results-based Case Management integration**

- eSync proprietary analytical technology platform synchronizes information for employers, physicians and members to make better informed health decisions using evidence-based medicine guidelines
  - Earlier risk identification using pre-adjudicated claims, pharmacy and lab data, dental claims, health assessments, etc
  - Actionable insights to help manage costs and improve health care quality
  - Multi-media messages connect with consumers in more relevant ways
  - **Case Management nurse intervention before a medical event occurs can cut costs 50%**
  - **Bridge2Health – Dental program focus on members with coronary artery disease (CAD) and diabetes**
  - **Dental Integration shows average savings of \$2594 per member with chronic condition – BCBS cannot offer**
- We monitor **50+ conditions** through our case management program- **BCBS only monitors 20 conditions**
- "Point of Sale" technology at the Pharmacy sends messages to the pharmacist about drug interactions, lower cost options, etc
- **Inpatient days/1000 reduced 5.3% over past 3 years**
- **More than 65% reduction in readmission rate for targeted conditions within 30 days of discharge**
- **Better Complex Care Decisions**
  - **Complex Care – For more than 20 years, we have identified high-performing centers for complex care**
  - **Transplant Resource Services** – 11,000 transplant referrals in our 114 contracted "Centers of Excellence" annually--**63.5% reduction in incidence, length of stay and network discount**
  - **Congenital Heart Disease (CHD) Resource Services** – Network of facilities provides expertise in the most challenging congenital heart disorders- **42% average savings is observed from reduced inpatient days, reduced inpatient days for readmissions and contractual discounts\***
  - **Kidney Resource Services** – Provides improved outcomes and cost for end-stage renal disease-**Up to 50% reduction in dialysis costs\* (Critical for the 40+ City of Durham members with Kidney issues)**
  - **Neonatal Resource Services** – Our onsite and telephonic neonatal experts reduce length-of-stay and facilitate home support-**10% reduction in neonatal ICU inpatient days\***



**3. Disease Management: More Robust Disease Management programs**

- Personal Health Support 2.0- Disease Management Program is included in the proposal
- **50% of health care costs are driven by personal behavior; we encourage better decisions**
- We offer **four** disease management programs. If a member has more than one chronic condition, a hierarchy is applied to ensure that the most immediate and critical needs are met. We guide members to the most appropriate program in the following order:
  - Heart Failure (HF)
  - Coronary Artery Disease (CAD)
  - Diabetes
  - Asthma
- All disease management programs are fully accredited by the National Committee for Quality Assurance (NCQA).
- Will provide group-specific benchmarking data- against other municipality/public sector business
- Healthnotes member messaging also is provided to their physicians- **BCBS does not provide this messaging to physicians (planned for late 2012)**
- **Diabetes Health Plan: example of our strategic approach – BCBS does not have this program**

**4. Premium Designation program: evaluation of quality and efficiency outcomes of Specialists and Facilities.**

- **UnitedHealth Premium designated surgeons have 25% lower average complication rates, and 53% fewer repeated procedures. BCBS does not have this program**
- Our UnitedHealth Premium designation program includes 21 specialties that cover 50 percent of all medical spending delivering 10-30 percent cost savings (15 percent lower than national averages)
- **Benefit plan designs based on UnitedHealth Premium designation typically save 1.5% of total medical costs**

**5. Performance Guarantee for our Care and Disease Management: We are guaranteeing our performance and the **outcomes** for our award-winning Case and Disease Management programs. We will demonstrate to the City of Durham that we can better manage the health conditions within the city of Durham, and we are willing to put our dollars at risk for this, up to 15% of the fees. This includes:**

- **implementation/operations** - we guarantee a 95% outreach to identified members, and 60% enrollment rate for case management and 85% enrollment rate for disease management
- **program savings and ROI** - we guarantee we will have at least a \$2.90 PMPM savings generated by our case and disease management program
- **programs satisfaction** - we guarantee at least 90% satisfaction of the participants: will be "satisfied" or "very satisfied" with the program and the nurse working with them

**6. Wellness Capabilities: Includes **\$150,000 in Wellness credits** for three years to address wellness initiatives**

- Biometric screenings, Health Kiosk, etc will integrate with and supplement current wellness initiatives (Health Care Strategist

**7. Superior Employer and Member Tools- **not available today with BCBS****

- On demand and robust reporting capabilities-with ease of administration functionality. Integrates with City of Durham current online enrollment/eligibility system
- Benchmark data will include both book of business and industry-specific (public sector groups)- **BCBS cannot provide**
- [www.welcometoemployereservices.com](http://www.welcometoemployereservices.com)
- Web-based access and information available 24/7- including downloadable member mobile apps

<a href="http://www.healthcarelane.com">www.healthcarelane.com</a> - educational tool	<a href="http://www.welcometomyuhc.com">www.welcometomyuhc.com</a>
<a href="http://www.uhc.tv">www.uhc.tv</a>	<a href="http://www.DocGPS.com">www.DocGPS.com</a>
<a href="http://www.OptimizeME.com">www.OptimizeME.com</a>	<b>Health Allies</b> - health discount program offers member discounts for gyms, vision, alternative medicine
<b>NurseLine</b> - 24/7 free NurseLine telephone service	<b>Health Care Cost tool</b> - cost transparency tool



8. **Enhanced Care- member service model** an elite service model provides end-to-end resolution of the member's inquiry
- Take ownership of each member's situation and stay involved, following up as necessary until all their concerns have been addressed effectively.
  - Enhanced Care service representatives have satisfaction scores averaging 2% higher than the standard service model
  - 97% first call resolution
  - Provides Problem Resolution, Navigation and Value Support

**Guarantees:**

<b>Performance Guarantees:</b> <b>\$55,000 at risk</b>	<b>Case and Disease Management Performance Guarantees:</b> <b>Up to 15% of fees at risk</b>	<b>Discount Guarantees: 10% at risk</b> <b>GeoAccess Provider accessibility:</b> <b>2 Providers within 10 miles</b> <b>1 Hospital within 15 miles</b>
<ul style="list-style-type: none"> <li>• Implementation</li> <li>• Administrative Services</li> <li>• Claims Operations</li> <li>• Customer Phone Service</li> <li>• Customer Satisfaction</li> </ul>	<ul style="list-style-type: none"> <li>• Program implementation</li> <li>• Program savings/ROI</li> <li>• Program satisfaction</li> </ul>	<ul style="list-style-type: none"> <li>• Primary Care: 99.5%</li> <li>• Pediatricians: 99.3%</li> <li>• Ob-Gyn: 99.6%</li> <li>• Specialists: 99.6%</li> <li>• All Hospitals: 99.5%</li> </ul>

**Implementation/Transition Process**

- Senior level Implementation Manager leads process: benefit plan set-up based on City of Durham's intentions
- Will provide on-site resources for enrollment meetings, materials, staffing, etc.
- Will provide a customized toll free service number for employees to call with questions prior to 9/1/12
- Will provide weekly updates on implementation process
- Implementation meeting: week of June 4
- Open Enrollment: June 19- July 20
- Eligibility File loaded by early August (work with current enrollment vendor)
- ID cards in hand by September 1, 2012

**National Recognition:**

- **J.D. Power and Associates ranked UnitedHealthcare #1 in employer satisfaction** in its *2011 Employer Health Insurance Plan Study*
- **The American Medical Association ranked UnitedHealthcare #1 in claims processing accuracy** in its recent *National Health Insurer Report Card*
- **UnitedHealth Group was named "Most Admired Company,"** ranking #1 in eight out of nine categories rated under *Health Care: Insurance and Managed Care Industry* in 2010 and 2011 FORTUNE® magazine.
- **UnitedHealth Group was named 2011 Outstanding Corporate Innovator** by the Product Development and Management Association (PDMA), recognizes the company as a world-class innovator, not just within health care, but across all industries.



## Clinical and Wellness Portfolio

### Care Management & Decision Support

- [Personal Health Support \(PHS\) 2.0 \(includes HealthNotes & Treatment Decision Support\)](#)
- [24/7 NurseLine](#)
- [Behavioral Health Care Management](#)
- [Chiropractic Network & Clinical Support Program](#)
- [Physical Therapy Network & Clinical Support Program](#)
- [Occupational Therapy Network & Clinical Support Program](#)
- [Speech Therapy Network](#)
- [Complementary Alternative Medicine Network](#)

### Disease Management Programs

- [Asthma](#)
- [Coronary Artery Disease](#)
- [Diabetes](#)
- [Heart Failure](#)

### Complex Condition Management- over 50+ conditions monitored

- [Healthy Pregnancy Program](#) 10% reduction in **neonatal ICU** inpatient days\*
- [Cancer Resource Services](#)
- [Kidney Resource Services](#) Up to 50% reduction in **dialysis costs**
- [Transplant Resource Services](#) 63.5% reduction in incidence, length of stay and network discount\*
- [Congenital Heart Disease \(CHD\) Resource Services](#) 42% average savings is observed from reduced inpatient days, reduced inpatient days for readmissions and contractual discounts\*

### Wellness

- [\\$50,000 Wellness Grant each year for three years](#)
- [Core Online Wellness](#)
- [HealthAllies Health Discount Program \(no added cost\)](#)

<b>Dental care</b> – Cosmetic procedures such as teeth whitening	<b>Vision care</b> – Laser eye surgery	<b>Alternative care</b> – Acupuncture, chiropractic care, massage therapy and natural medicine
<b>Long-term care services</b> – Skilled nursing facilities, assisted living, respite programs and DME	<b>Infertility treatment</b>	<b>Hearing devices</b>