



How to be a Smart Healthcare Consumer

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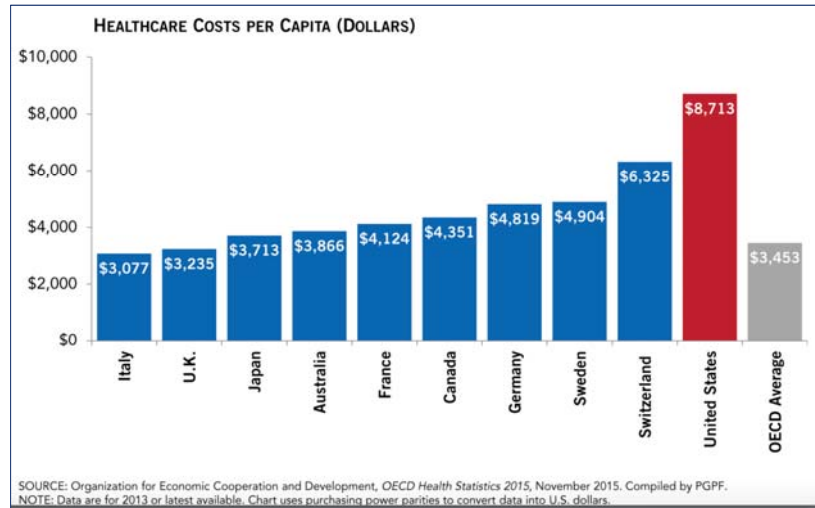
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Healthcare Consumers



US Spending



Demonstration of Price Variation

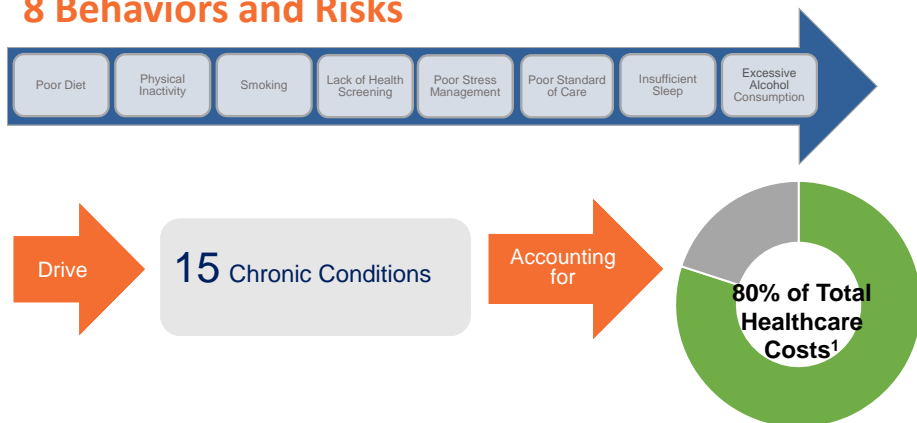
Service	Provider A	Provider B	Provider C	Provider D
Cholesterol Test (outpatient)	\$75.20	\$8.00	\$42.86	\$93.00
Hemoglobin A1c blood test (outpatient)	\$18.59	\$6.40	\$15.49	\$66.00
MRI of lower spine	\$1,755.42	\$1,636.25	\$605.75	\$805.51
Head CT (Cat Scan)	\$55.19	\$140.70	\$67.57	\$53.00
Amoxicillin 500mg 10-day supply (generic)	\$5.00	\$2.19	\$6.66	\$10.00
Lipitor 40mg 30-day supply (brand)	\$113.08	\$118.81	\$109.06	\$114.52
Metformin 500mg 30-day supply (generic)	\$6.18	\$12.35	\$24.69	\$26.51
Concerta 18mg 30-day supply (brand)	\$111.30	\$221.26	\$94.04	\$305.24

Central IN regional prices; OurHealth internal analysis. All prices represent discounted covered amount (i.e., net of insurance discounts).



Simplifying Healthcare

8 Behaviors and Risks



¹ 2010 World Economic Forum



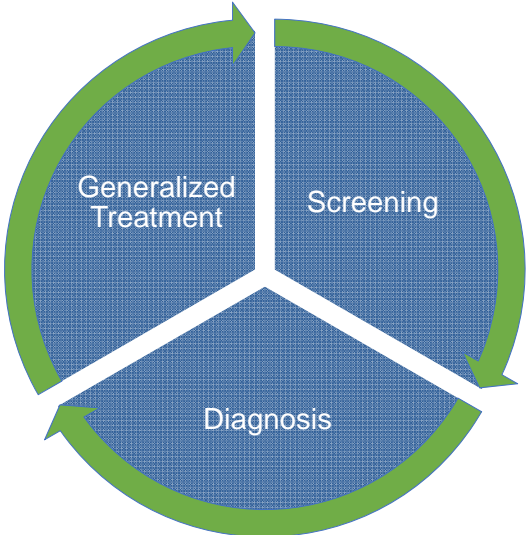
Empowering Patients to become Smart Consumers

- Understanding individuals' needs and interests
- Meet the individual where they are in their personal health journey
- Partner to develop specific programs centered around well-being



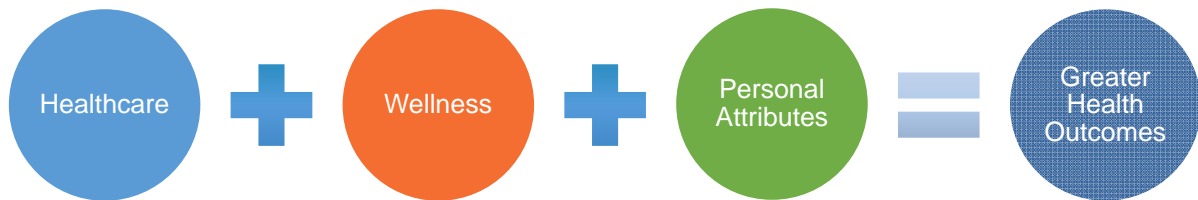


Healthcare Experience



OurHealth Experience

Connecting the right people to the right resources at the right time.



Four Pillars of Wellness



Fuel Up



Get Moving



Recharge



Find Purpose





Fuel Up

- ✓ Weight Watchers / Jenny Craig
- ✓ Meal Delivery Service
- ✓ Registered Dietitian
- ✓ Diabetes Care / CDE
- ✓ Grocery Store Tours



Get Moving

- ✓ Personal Training
- ✓ Group Fitness / Exercise Groups
- ✓ Arthritis / Pain Management
- ✓ Podiatrist
- ✓ Fitness Trackers





Recharge

- ✓ Stress Reduction
- ✓ Sleep Therapy
- ✓ Yoga
- ✓ Massage Therapy
- ✓ EAP / Mental Health Therapy
- ✓ Financial Assistance

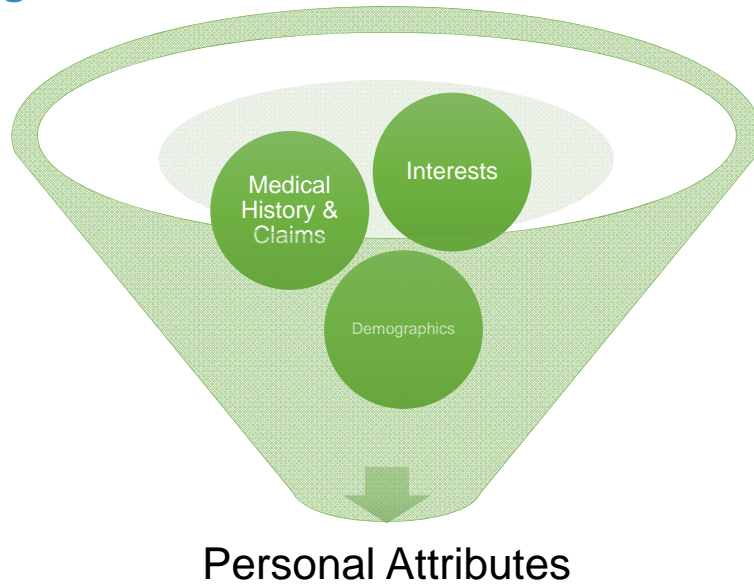


Find Purpose

- ✓ Religion / Spiritual
- ✓ Healthy Relationships
- ✓ Life Coaching
- ✓ Community Engagement / Volunteer Work



Personalizing Healthcare



Answers Smart Healthcare Consumers *Should* Get

Question

How can I lose weight?

Traditional Answer

- Eat healthy and exercise.

OurHealth Answer

- Why do you want to lose weight?
- What do you feel you could do to lose weight?
- What are your biggest barriers?
- What is an area you are most interested in working on?



Fuel Up



Get Moving



Recharge



Find Purpose

Why the Personalized Wellness Approach to Healthcare Works

- Not a one-size-fits-all solution
- Patients feel solutions are more meaningful and improves quality of life
- Patients feel more empowered by their involvement in their own healthcare
- Patients feel solutions are more attainable
- Long-term cost benefits
- Smart healthcare consumers are engaged in the process

