

the carewise health member experience

Members are introduced to Carewise Health programs in a variety of ways

Members log on to the Carewise Health portal to take their Personal Health Assessment (PHA)

The Carewise Health portal creates a personalized experience to address each member's unique health needs

Members fall into three general categories based on their claims data, biometric numbers, and PHA results:

1. STAYING HEALTHY
2. GETTING HEALTHY
3. MANAGING A HEALTH CONDITION

Members are alerted when their care doesn't meet best practice standards

Members—and their employers—reap the rewards of healthier living

HEALTH FAIRS
Kick things off with fun and informative sessions hosted by HR personnel.

BIOMETRIC SCREENINGS
Test key health numbers such as blood pressure, cholesterol, weight and blood sugar. Trained health coaches use this as a teachable moment to help members create a plan for better health. (These results can be pre-populated in the member's Personal Health Assessment).

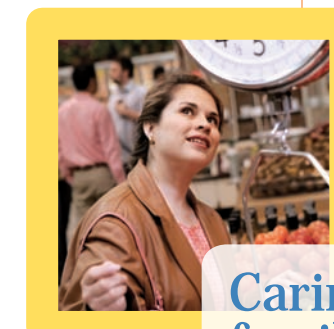
WORKSITE WELLNESS
Encourage a culture of health by offering a variety of health programs to employees on-site.

PROMOTIONAL MATERIALS
Educate employees about programs and incentives through welcome kits that include a letter, program overview brochure and magnet. Posters, PowerPoint decks for employee meetings, marketing copy, intranet ad inserts, and newsletter editorials are also provided.

INCENTIVES
Ensure program success with incentives. Carewise Health will help design incentive plans to generate the greatest benefit.

CAREWISE HEALTH PORTAL
Serves as a launching pad to many health programs, interactive tools, educational materials and more. The portal addresses the different learning styles of users and provides them with a variety of ways to improve their health.

It was easy to enroll—and I got 100 bucks for taking the PHA! Plus, I found a bunch of ways to keep my family healthy by changing our eating and exercise habits.

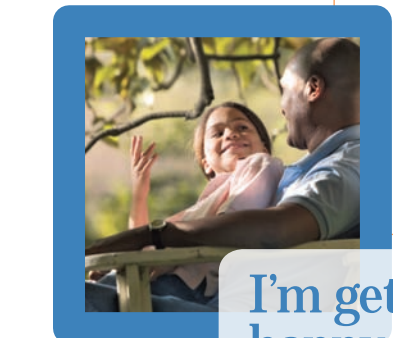


Caring for my family means caring about our health.

THE EVOLVING JOURNEY
Messages are sent to members to engage them in their personal health journey. As a member's data is updated, the portal reflects changes to stay fresh and personalized during each visit. The result—an evolving health journey that includes:

- relevant health messages
- progress tracking
- inspirational stories
- recommended actions
- links to related sites

My employer gave us a big incentive: \$300 to work in one of the programs. Since I wanted to quit smoking, I picked BREATHE. I'm now smoke-free with a new-found appreciation for the great outdoors.



I'm getting happy lungs!

1. STAYING HEALTHY

- Access the Carewise Health portal's resources to learn how to continue to stay healthy.
- Phone access to the 24/7 Health Line for support as needed.
- Receive regular secure messages encouraging prevention and tips for continued good health.

EDDIE
Eats well; exercises regularly; rarely misses work.

My wife calls me "Steady Eddie!" I just want to be my best.

2. GETTING HEALTHY

- Have signs of health problems, but may or may not be ready to make major changes yet.
- Receive regular newsletters specific to their health risks designed to educate on health, promote healthier living, and motivate action for better self-care.
- Receive secure messages with informative health tips and encouragement to use a wide range of Carewise Health portal tools, including a personal plan of action for getting healthy and staying healthy.

MARILYN
Smoker for 15 years; not overweight; thinks about quitting for her five-year-old daughter.

I think I can. I think I can.

3. MANAGING A HEALTH CONDITION

- Need and want to make changes now.
- Programs provide the right level of support based on the member's situation and readiness to change.
- Personalized member experiences are a result of dynamic care plans.

ROBERTO
Has diabetes; stays on track with his medications and regular checkups, but needs to lose weight and do more exercise.

I've got a new friend—my health coach.

roberto's journey

- Based on his clinical needs and current lifestyle, the SHINE program is recommended to improve the health habits that affect Roberto's diabetes.
- He talks to a health coach, and creates a personalized plan of action including regular follow-up phone appointments.
- He receives his SHINE workbook and journal, using them with his coach to follow his established goals.



PAM
Smoker with diabetes; fails to take medication as prescribed; non-compliant with treatment plan.

HELP!

pam's journey

- To help her learn about diabetes self-care and comply with treatment, Pam enrolls in the BECOME program.
- She works with a health coach who specializes in diabetes to ensure she stays on track and makes lifelong changes. Her care continues until she has reached her goals and is committed to staying healthy.
- Once she is managing her diabetes, she enrolls in the BREATHE program and works with a coach to quit smoking.
- Throughout the process, she uses the portal as a tool to track her progress and learn more about her condition.



GAPS IN CARE
Carewise Assist analyzes a member's health data to alert them and their physicians about standard tests, treatments, and medications they may need—but aren't receiving. By addressing these gaps, members can better manage their health, lower the risk of future problems and work more effectively with their healthcare team.

I'm a diabetic. I missed my annual cholesterol screening last year, so I got a reminder about testing—turns out my cholesterol levels were high, and I needed to be on medication. I'm glad I have that kind of support to keep me on track.

A friendly reminder can be a lifesaver.

Members can "graduate" from a program when they make the necessary changes

TAKING THE NEXT STEP
Completing a program doesn't mean that members lose contact with Carewise Health. They can start an online program for another health issue, continue to use all of the portal's tools and call the Health Line to stay connected with their program.

PROVEN RESULTS

Managing Employers Plan Costs
.7% ongoing trend for engaged Carewise Health member vs. 24.6% for unengaged member

Improving the Health of our Members

- 60% decrease their body mass index (BMI)
- 70% improve their blood pressure levels
- 60% decrease their cholesterol levels
- 53% reduce their triglycerides
- 60% improve their blood sugar levels

Increasing Employee Satisfaction
93% of members report "good" to "high" satisfaction



For more information, call 888-9CWHLTH (888-929-4584) or visit carewisehealth.com

"When my company introduced Carewise Health, it was comforting to know I had 24/7 access to a Health Line."

Online resources help members make health improvements at their own pace—and they work one-on-one with our health coaches.

"While I was out on a walk, I stepped down awkwardly on my ankle—I didn't think it was broken, but it really hurt. I called the Health Line and followed the advice the nurse gave me. I was back on the trail in no time!"

No one should get lost on their health journey. So when a member has a question, they can ask our health experts for support through the portal.

"I didn't know if my health insurance covered Nicorette®, so I called the Health Line and they were able to tell me that it does."

Our programs provide the right level of support based on a member's needs and learning style.

"My daughter had a painful earache in the middle of the night. I called the Health Line and the nurse told me how to ease the pain until we could get her to the pediatrician in the morning."