

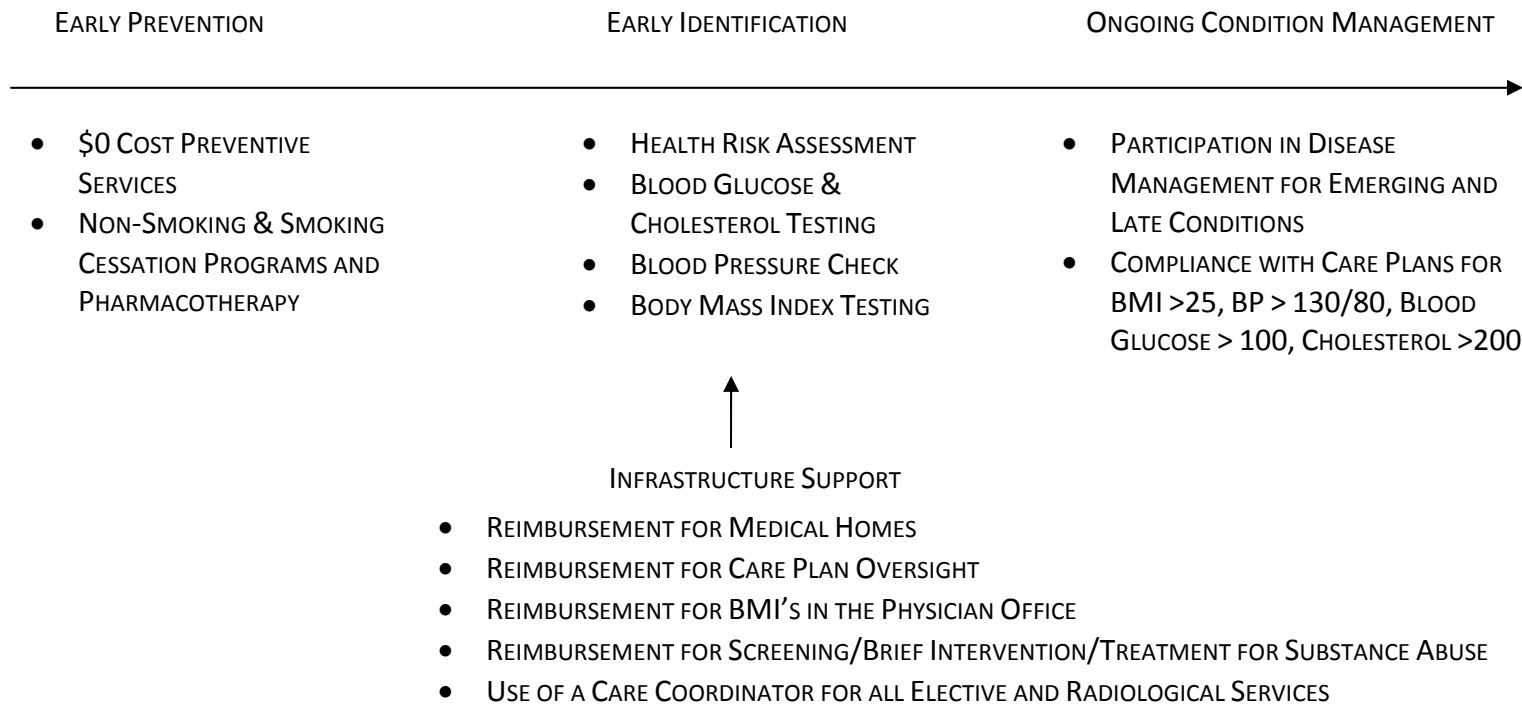
HealthFirst Wellness Recommendation

To ensure sustainability of the product, the wellness strategy should span the complete spectrum of prevention, early identification and intervention and long-term condition management.

Returns on investment in the shorter-term will be greater for condition management, by reducing the utilization of more intensive services such as emergency room, outpatient and inpatient procedures, and supplanting those with less intensive services such as care coordination, care planning, regular primary care visits and pharmacotherapy.

Long term, raising awareness of risk factors that contribute to chronic illness, and managing those risks and emerging conditions, have the potential (although not the expected eventuality) to obviate the need for intense chronic condition management altogether. Further, better education relative to the efficient use of services, selection of health care services with better outcomes and lesser intensity will ultimately drive down utilization and costs.

With these objectives in mind, the HealthFirst Wellness plan should address the following:



Use of Incentives

Incentives should be employed to educate and motivate covered members, increase participation rates with recommended services or health management plans and drive compliance. Incentives should be easy to understand, provide sufficient value and reward and should reflect the degree of difficulty with the effort or behavior being requested. Since there is relatively little quantitative, longitudinal data available on incentives, and relatively little information is available regarding which reward or price thresholds affect behavior change, the cost of the incentives and the expected potential return associated with the change must drive the incentive strategy.

Initial Recommendation for HealthFirst Wellness Incentives

EARLY PREVENTION	EARLY IDENTIFICATION	ONGOING CONDITION MANAGEMENT
<ul style="list-style-type: none"> • \$0 COST PREVENTIVE SERVICES • \$250 DEDUCTIBLE CREDIT FOR NON-SMOKING & SMOKING CESSATION PROGRAMS AND PHARMACOTHERAPY 	<ul style="list-style-type: none"> • \$250 DEDUCTIBLE CREDIT FOR HEALTH RISK ASSESSMENT • \$250 DEDUCTIBLE CREDIT FOR BLOOD GLUCOSE AND CHOLESTEROL TESTING • \$250 DEDUCTIBLE CREDIT FOR BLOOD PRESSURE CHECK AND BODY MASS INDEX TEST 	<ul style="list-style-type: none"> • \$500 GIFT CARD* FOR PARTICIPATION IN DISEASE MANAGEMENT & COMPLIANCE WITH PLAN • \$500 GIFT CARD* FOR COMPLIANCE WITH CARE PLANS FOR BMI >25, BP > 130/80, BLOOD GLUCOSE > 100, CHOLESTEROL >200 <p>*MEMBER IS ELIGIBLE FOR ONLY ONE OF THE TWO CONDITION MANAGEMENT PROGRAMS</p>