

FELRA  
All Plans

---

PROGRAM SUMMARY REPORT (v2.3)

REPORTING PERIOD: September 30, 2014  
Health Dialog's Health Coaching Program



Name: All Plans

Reporting Period: Jul 01, 2014 - Sep 30, 2014

Unique eligible individuals: 24,664

## Results Summary

Industry standards and approved methods are used for measuring program results. Measures of engagement and program integration are provided, in addition to estimated savings. Taken in total, these serve as important indicators of program impact. Group size and the prevalence of conditions are factors in the value of savings measures; the larger the group, the more reliable the savings estimates.

## Overall Integration and Estimated Savings

### Overall Integration (Rolling Twelve Months)

|                               | NUMBER | % TOTAL |
|-------------------------------|--------|---------|
| Total Eligible Individuals    | 24,664 | 100.0%  |
| Individuals with Interactions | 1,462  | 5.9%    |
| Interaction Months            | 9,386  | 3.7%    |

Health Dialog's Health Coaching Program is offered to all eligible individuals on an inbound call basis and directed, on an outbound call basis, to targeted, at-risk individuals. Of the 24,664 in the population, 5.9% had program interactions.

### Estimated Savings (Rolling Twelve Months)

|                                             | LOW              | HIGH             |
|---------------------------------------------|------------------|------------------|
| Medical Costs (PMPM)                        | \$567            | \$567            |
| Estimated Savings per Interaction Month(%)  | 10%              | 14%              |
| Estimated Savings per Interaction Month(\$) | \$56             | \$79             |
| <b>ESTIMATED SAVINGS</b>                    | <b>\$556,595</b> | <b>\$779,232</b> |
| <b>PMPM SAVINGS</b>                         | <b>\$2.06</b>    | <b>\$2.88</b>    |

Medical cost savings are estimated based on the mix of risk in the population as well as actual program activity. The estimates for medical cost savings are calculated by multiplying the expected percentage savings, average costs, and the number of individuals with interactions.

## Results Summary, continued

### Program Integration

#### Referral Activity (per Quarter)

|                              | Q4 2013 | Q1 2014 | Q2 2014 | Q3 2014 |
|------------------------------|---------|---------|---------|---------|
| <b>Referral to Program</b>   |         |         |         |         |
| Health Plan's Programs       | 0       | 0       | 0       | 0       |
| <b>Referral from Program</b> |         |         |         |         |
| Web Tools                    | 26      | 43      | 43      | 55      |
| Wellness Support             | 2       | 2       | 4       | 2       |
| Condition/Case Management    | 15      | 10      | 29      | 39      |
| General Information          | 45      | 59      | 34      | 37      |
| Other                        | 0       | 0       | 0       | 0       |

Cross-program referrals help in optimizing all of the services available to your population. An active program of referrals indicates that all vendors understand what services are available and individuals are likely to have an integrated and seamless experience.

Name: All Plans

Reporting Period: Jul 01, 2014 - Sep 30, 2014

Unique eligible individuals: 24,664



## Population Overview

Your population has a range of needs – from prevention to lifestyle changes to chronic disease and treatment decisions. While we target individuals based on their risk, they experience a whole person approach when working with Health Dialog's Health Coaching Program. The program can help them access other health resources such as case management, behavioral health services, or Employee Assistance Programs. The information below provides insights into the population's demographics and utilization patterns and compares them to benchmarks.

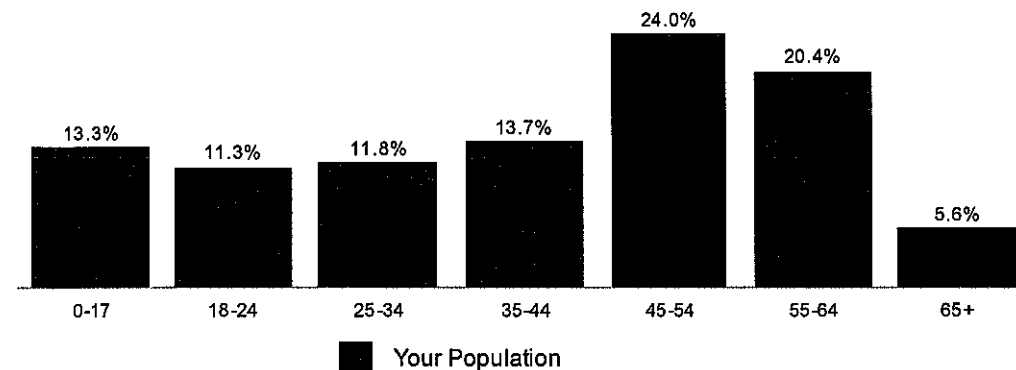
### Demographics (As of September 30, 2014)

#### Gender and Average Age

|                                | 2013  | 2014 YTD |
|--------------------------------|-------|----------|
| Percent of Population - Female | 52.8% | 52.9%    |
| Percent of Population - Male   | 47.2% | 47.1%    |
| Average Age                    | 39.8  | 40.5     |

The demographics of a population are a key factor in understanding the likely health concerns of individuals within the group. Your population is generally in the 35-44 age category.

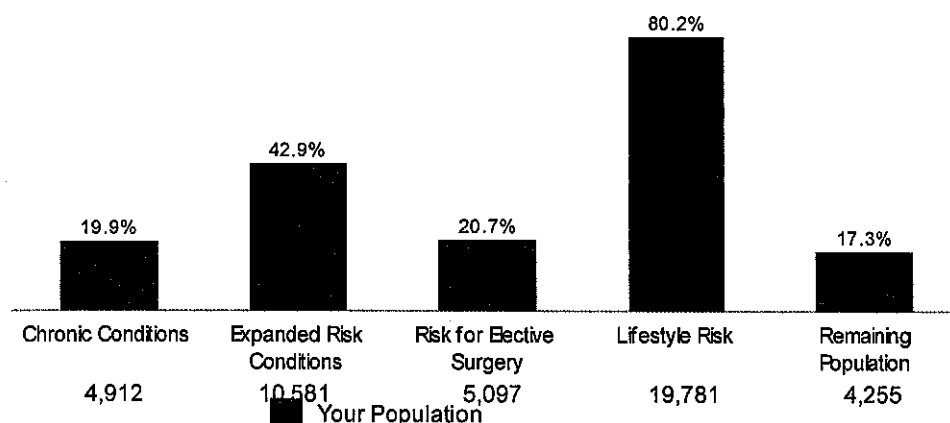
#### Age Distribution



## Population Overview, continued

### Prevalence

**Overall Prevalence Rates\*** (Rolling Twelve Months)



The All Plans population has a relatively high prevalence of Lifestyle Risk. Outreach efforts are specifically targeted to help them understand their conditions and to be more informed consumers of healthcare.

Unique Eligible Individuals

\*Individuals may have more than one condition

### Program Activity

Interventions drive behavior change, which leads to population-level results, such as savings, quality improvement, satisfaction, and other outcomes. This section reports on all interventions, characterized by the intensity of engagement, as well as condition and type of activity.

**Intervention by Condition** (Rolling Twelve Months)

| CONDITION                 | Number of Individuals |              |              | Percent of Individuals |             |              |
|---------------------------|-----------------------|--------------|--------------|------------------------|-------------|--------------|
|                           | AWARENESS             | INTERACTION  | RELATIONSHIP | AWARENESS              | INTERACTION | RELATIONSHIP |
| Chronic Conditions        | 4,138                 | 744          | 515          | 84.2%                  | 15.1%       | 10.5%        |
| Expanded Risk Conditions  | 4,900                 | 1,169        | 859          | 46.3%                  | 11.0%       | 8.1%         |
| Risk for Elective Surgery | 3,720                 | 984          | 694          | 73.0%                  | 18.3%       | 13.6%        |
| Lifestyle Risk            | 6,775                 | 1,437        | 1,026        | 34.3%                  | 7.3%        | 5.2%         |
| Remaining Population      | 227                   | 11           | 7            | 36%                    | 0.2%        | 0.1%         |
| <b>TOTAL*</b>             | <b>7,071</b>          | <b>1,462</b> | <b>1,036</b> | <b>28.7%</b>           | <b>5.9%</b> | <b>4.2%</b>  |

\* Individuals may have more than one condition

## Population Overview, continued

### Program Activity, continued

#### Activity Counts by Condition (Rolling Twelve Months)

| CONDITION                 | TELEPHONIC<br>ATTEMPTS | Completed Calls |              | MAIL          | EMAIL    | WEB       |
|---------------------------|------------------------|-----------------|--------------|---------------|----------|-----------|
|                           |                        | HEALTH<br>COACH | AUTODIALOG®  |               |          |           |
| Chronic Conditions        | 17,806                 | 1,056           | 7,343        | 7,237         | 1        | 6         |
| Expanded Risk Conditions  | 25,615                 | 1,781           | 6,461        | 10,183        | 1        | 13        |
| Risk for Elective Surgery | 19,420                 | 1,426           | 4,019        | 7,950         | 0        | 13        |
| Lifestyle Risk            | 31,586                 | 2,078           | 8,773        | 12,665        | 1        | 13        |
| Remaining Population      | 58                     | 11              | 29           | 202           | 0        | 0         |
| <b>TOTAL*</b>             | <b>31,861</b>          | <b>2,096</b>    | <b>8,874</b> | <b>12,929</b> | <b>1</b> | <b>13</b> |

\* Individuals may have more than one condition

#### Individuals with Activity by Condition (Rolling Twelve Months)

| CONDITION                 | TELEPHONIC<br>ATTEMPTS | Completed Calls |              | MAIL         | EMAIL    | WEB      |
|---------------------------|------------------------|-----------------|--------------|--------------|----------|----------|
|                           |                        | HEALTH<br>COACH | AUTODIALOG®  |              |          |          |
| Chronic Conditions        | 3,823                  | 547             | 3,167        | 3,170        | 1        | 1        |
| Expanded Risk Conditions  | 4,578                  | 961             | 3,298        | 3,795        | 1        | 3        |
| Risk for Elective Surgery | 3,447                  | 793             | 2,353        | 2,913        | 0        | 3        |
| Lifestyle Risk            | 5,962                  | 1,157           | 4,410        | 5,174        | 1        | 3        |
| Remaining Population      | 38                     | 9               | 28           | 200          | 0        | 0        |
| <b>TOTAL*</b>             | <b>6,072</b>           | <b>1,169</b>    | <b>4,500</b> | <b>5,401</b> | <b>1</b> | <b>3</b> |

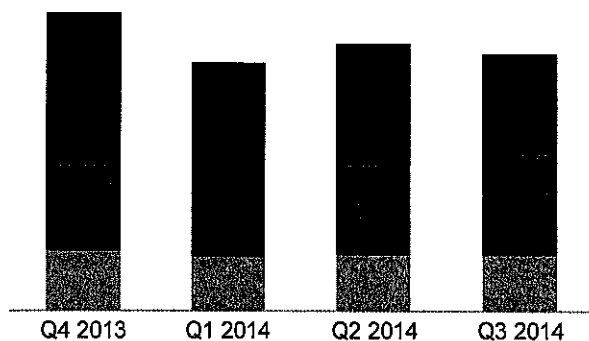
\* Individuals may have more than one condition

## Population Overview, continued

### Program Activity, continued

#### Completed Health Coach Calls (per Quarter)

##### Coach-Member Interactions by Type of Support

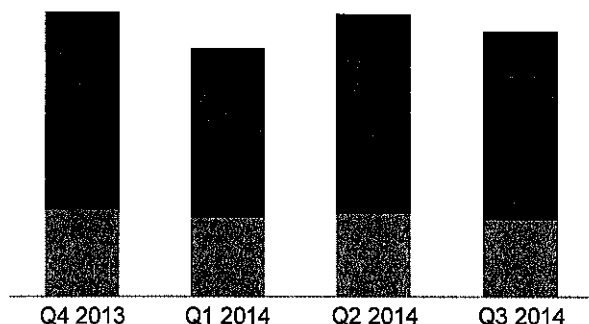


The distribution of calls across conditions are reflective of prevalence, program focus and seasonal differences. It is typical to see fluctuations over time.

|                 | Q4 2013 | Q1 2014 | Q2 2014 | Q3 2014 |
|-----------------|---------|---------|---------|---------|
| Outbound Calls  | 297     | 179     | 238     | 195     |
| Inbound Calls   | 168     | 201     | 176     | 198     |
| Follow Up Calls | 118     | 105     | 110     | 111     |

#### Coach-Member Interactions (per Quarter)

##### Coach-Member Interactions by Type of Support



The whole-person approach included in the program means that members may be given support across a broad range of topics. The types of information discussed with Health Coaches are displayed.

|                 | Q4 2013 | Q1 2014 | Q2 2014 | Q3 2014 |
|-----------------|---------|---------|---------|---------|
| Coach-Member    | 807     | 734     | 767     | 715     |
| Member Provided | 1,449   | 1,138   | 1,412   | 1,331   |
| Coach Provided  | 380     | 415     | 431     | 598     |

## Population Overview, continued

### Program Activity, continued

#### Online Activities (per Quarter)

|                                  | Q4 2013 | Q1 2014 | Q2 2014 | Q3 2014 |
|----------------------------------|---------|---------|---------|---------|
| Online Registrations             | 1       | 1       | 0       | 1       |
| Unique Web Users                 | 1       | 1       | 0       | 1       |
| Total Secure Site Log-Ins        | 4       | 2       | 0       | 3       |
| <b>Coaching Integration</b>      |         |         |         |         |
| Secure Messages Sent to Coaches  | 0       | 0       | 0       | 0       |
| Live Chat Sessions               | 0       | 0       | 0       | 0       |
| <b>Online Assessments</b>        |         |         |         |         |
| Started                          | 0       | 0       | 0       | 0       |
| Completed                        | 0       | 0       | 0       | 0       |
| <b>Online Modules/Challenges</b> |         |         |         |         |
| Started                          | 1       | 0       | 0       | 2       |
| Completed                        | 1       | 0       | 0       | 0       |
| <b>Self-Fulfillment Items</b>    |         |         |         |         |

\* Excludes other 3rd party Personal Health Assessments (PHA) and Health Risk Assessments (HRA)

Online coaching modules are available on a range of lifestyle risks. Individuals can use them independently or in combination with telephonic health coaching. The main drivers of online coaching are ease of access and program promotion.

#### Mailings by Condition (per Quarter)

|                           | Q4 2013      | Q1 2014      | Q2 2014      | Q3 2014      |
|---------------------------|--------------|--------------|--------------|--------------|
| Chronic Conditions        | 2,405        | 2,743        | 1,003        | 1,131        |
| Expanded Risk Conditions  | 2,866        | 3,253        | 2,075        | 1,989        |
| Risk for Elective Surgery | 2,315        | 2,307        | 1,710        | 1,618        |
| Lifestyle Risk            | 3,548        | 4,077        | 2,600        | 2,440        |
| Remaining Population      | 46           | 45           | 70           | 41           |
| <b>TOTAL MAILINGS*</b>    | <b>3,604</b> | <b>4,145</b> | <b>2,688</b> | <b>2,492</b> |

\* Individuals may have more than one condition

## Population Overview, continued

## Program Activity, continued

### Mailings (per Quarter)

|                           | Q4 2013      | Q1 2014      | Q2 2014      | Q3 2014      |
|---------------------------|--------------|--------------|--------------|--------------|
| General/Awareness Mailers | 201          | 165          | 227          | 154          |
| Targeted Mailers          | 1,419        | 2,477        | 465          | 487          |
| Coach-Sent Mailers        | 1,984        | 1,503        | 1,996        | 1,851        |
| <b>TOTAL MAILINGS</b>     | <b>3,604</b> | <b>4,145</b> | <b>2,688</b> | <b>2,492</b> |
| DVD/Videos                | 38           | 40           | 45           | 36           |

### Post Hospital Discharge (Rolling Twelve Months)

#### Percent of Individuals

Post Hospital Discharge

1.0%

■ Your Population

A subset of the population has been identified with hospitalizations in the reporting period. These individuals are targeted once they have been discharged from the hospital.

### Intervention by Condition (Rolling Twelve Months)

| CONDITION | Number of Individuals |             |              | Percent of Individuals |             |              |
|-----------|-----------------------|-------------|--------------|------------------------|-------------|--------------|
|           | AWARENESS             | INTERACTION | RELATIONSHIP | AWARENESS              | INTERACTION | RELATIONSHIP |
| PHD       | 238                   | 79          | 73           | 98.8%                  | 32.8%       | 30.3%        |

### Activity Counts by Condition (Rolling Twelve Months)

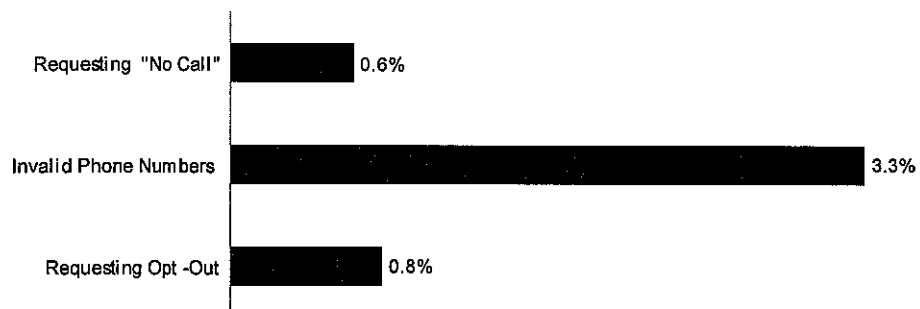
| CONDITION                     | TELEPHONIC<br>ATTEMPTS | Completed Calls |             | MAIL | EMAIL | WEB |
|-------------------------------|------------------------|-----------------|-------------|------|-------|-----|
|                               |                        | HEALTH<br>COACH | AUTODIALOG® |      |       |     |
| PHD Total Activity            | 896                    | 138             | 66          | 326  | 0     | 6   |
| PHD Individuals with Activity | 239                    | 77              | 62          | 208  | 0     | 1   |

## Population Overview, continued

### Program Activity, continued

#### Opportunities to Improve Engagement (Rolling Twelve Months)

Percent of Individuals



In partnership with FELRA, participation in health coaching can be improved by promoting the program and its benefits through existing communication channels.



**Name:** All Plans

**Reporting Period:** Jul 01, 2014 - Sep 30, 2014

**Unique eligible individuals:** 24,664

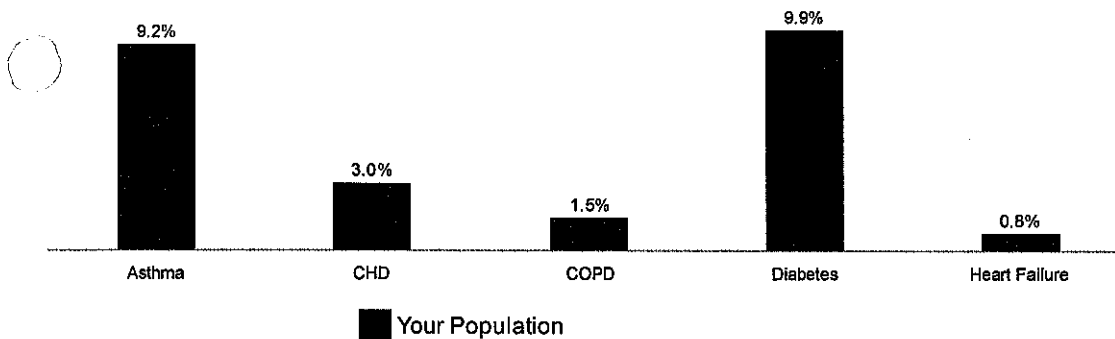
## Chronic Conditions

Health Dialog's Health Coaching Program provides information and support to individuals with chronic illnesses, including asthma, chronic heart disease (CHD), diabetes, heart failure, and chronic obstructive pulmonary disease (COPD). The program manages the whole person which results in coaching individuals on many additional conditions and healthcare needs. Evidence-based care support is provided to address gaps in preventive care, medication adherence, symptom response plans, decision support for treatment options, and working with physicians.

## Prevalence

### Chronic Conditions (Rolling Twelve Months)

#### Prevalence



### Individuals with Chronic Conditions

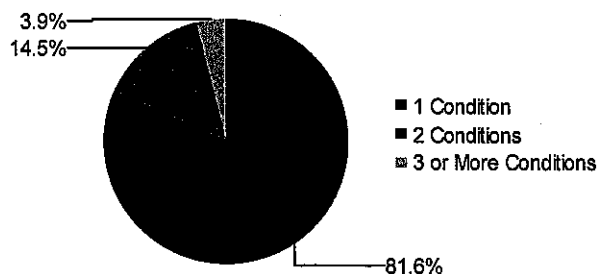
|           | ASTHMA | CHD   | COPD  | DIABETES | HEART FAILURE |
|-----------|--------|-------|-------|----------|---------------|
| Any/Risk  | 2,276  | 750   | 379   | 2,445    | 194           |
| High Risk | 14.1%  | 27.1% | 32.5% | 18.6%    | 37.1%         |

Within the population with a chronic condition, a subset has been determined to be at high financial risk through predictive models.

## Chronic Conditions, continued

### Prevalence, continued

Individuals with Multiple Conditions (Rolling Twelve Months)



Health Dialog's Health Coaching Program focuses on managing the whole person by addressing all of an individual's needs, not just a single condition.

Of the individuals engaged in the program, 3.9% had 3 or more conditions while 14.5% had 2 conditions.

### Program Activity

Interventions drive savings, satisfaction, and program outcomes. This section reports on all interventions, characterized by the intensity of engagement, as well as condition and type of activity.

Intervention by Condition (Rolling Twelve Months)

| CONDITION     | Number of Individuals |             |              | Percent of Individuals |              |              |
|---------------|-----------------------|-------------|--------------|------------------------|--------------|--------------|
|               | AWARENESS             | INTERACTION | RELATIONSHIP | AWARENESS              | INTERACTION  | RELATIONSHIP |
| Asthma        | 1,728                 | 279         | 179          | 75.9%                  | 12.5%        | 7.9%         |
| CHD           | 707                   | 139         | 103          | 94.3%                  | 18.5%        | 13.7%        |
| COPD          | 341                   | 62          | 44           | 90.0%                  | 16.4%        | 11.6%        |
| Diabetes      | 2,231                 | 417         | 305          | 91.2%                  | 17.1%        | 12.5%        |
| Heart Failure | 176                   | 30          | 22           | 90.7%                  | 15.5%        | 11.3%        |
| <b>TOTAL*</b> | <b>4,138</b>          | <b>744</b>  | <b>515</b>   | <b>84.2%</b>           | <b>15.1%</b> | <b>10.5%</b> |

\* Individuals may have more than one condition

## Chronic Conditions, continued

### Program Activity, continued

#### Activity Counts by Condition (Rolling Twelve Months)

| CONDITION     | TELEPHONIC<br>ATTEMPTS | Completed Calls |              | MAIL         | EMAIL    | WEB      |
|---------------|------------------------|-----------------|--------------|--------------|----------|----------|
|               |                        | HEALTH<br>COACH | AUTODIALOG®  |              |          |          |
| Asthma        | 6,793                  | 385             | 2,921        | 2,357        | 0        | 0        |
| CHD           | 2,887                  | 209             | 1,193        | 1,464        | 0        | 6        |
| COPD          | 1,345                  | 93              | 560          | 533          | 0        | 0        |
| Diabetes      | 10,146                 | 581             | 4,293        | 4,601        | 1        | 0        |
| Heart Failure | 710                    | 54              | 274          | 348          | 0        | 0        |
| <b>TOTAL*</b> | <b>17,806</b>          | <b>1,056</b>    | <b>7,343</b> | <b>7,287</b> | <b>1</b> | <b>6</b> |

\*Individuals may have more than one condition

#### Individuals with Activity by Condition (Rolling Twelve Months)

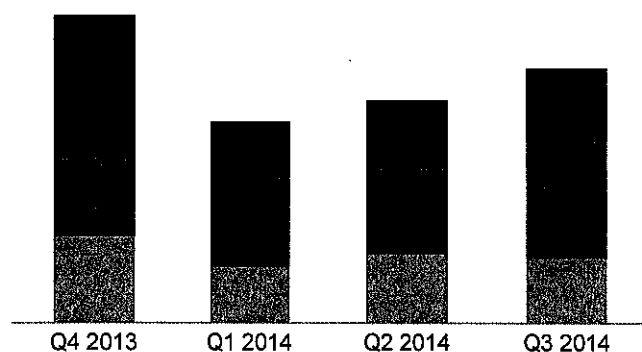
| CONDITION     | TELEPHONIC<br>ATTEMPTS | Completed Calls |              | MAIL         | EMAIL    | WEB      |
|---------------|------------------------|-----------------|--------------|--------------|----------|----------|
|               |                        | HEALTH<br>COACH | AUTODIALOG®  |              |          |          |
| Asthma        | 1,654                  | 196             | 1,364        | 1,167        | 0        | 0        |
| CHD           | 597                    | 108             | 495          | 604          | 0        | 1        |
| COPD          | 302                    | 52              | 261          | 246          | 0        | 0        |
| Diabetes      | 1,994                  | 308             | 1,698        | 1,897        | 1        | 0        |
| Heart Failure | 142                    | 24              | 117          | 146          | 0        | 0        |
| <b>TOTAL*</b> | <b>3,823</b>           | <b>547</b>      | <b>3,167</b> | <b>3,170</b> | <b>1</b> | <b>1</b> |

\* Individuals may have more than one condition

## Chronic Conditions, continued

### Program Activity, continued

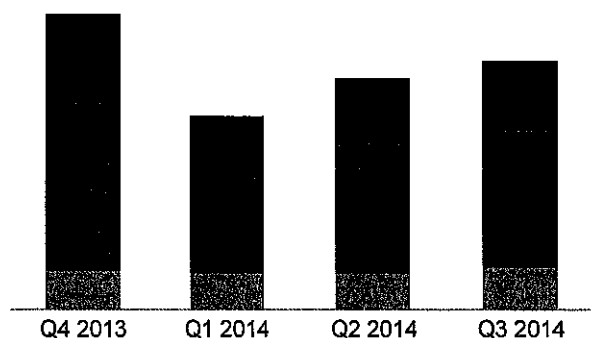
Completed Health Coach Calls (per Quarter)



|                 | Q4 2013 | Q1 2014 | Q2 2014 | Q3 2014 |
|-----------------|---------|---------|---------|---------|
| Outbound Calls  | 152     | 59      | 72      | 78      |
| Inbound Calls   | 84      | 97      | 91      | 125     |
| Follow Up Calls | 98      | 60      | 75      | 70      |

### Coach-Member Interactions (per Quarter)

Coach-Member Interactions by Type of Support



The whole-person approach included in the program means that members may be given support across a broad range of topics. The types of information discussed with Health Coaches are displayed.

|                 | Q4 2013 | Q1 2014 | Q2 2014 | Q3 2014 |
|-----------------|---------|---------|---------|---------|
| Coach-Member    | 530     | 366     | 335     | 412     |
| Member Provided | 1,002   | 569     | 773     | 825     |
| Coach Provided  | 231     | 218     | 221     | 251     |

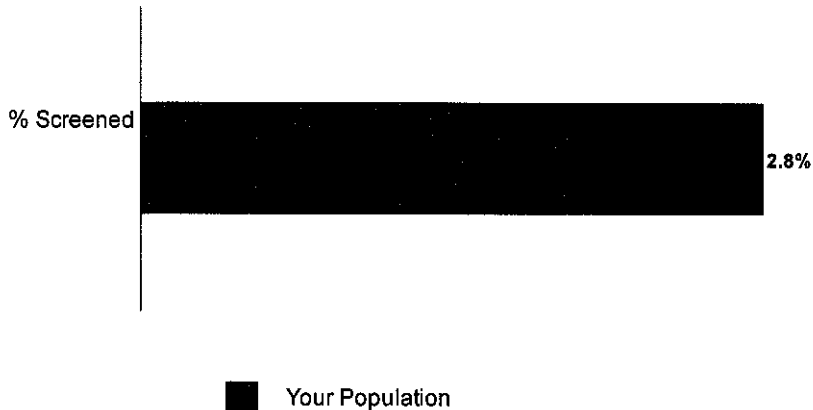
### Mailings (per Quarter)

|                           | Q4 2013      | Q1 2014      | Q2 2014      | Q3 2014      |
|---------------------------|--------------|--------------|--------------|--------------|
| General/Awareness Mailers | 4            | 2            | 0            | 0            |
| Targeted Mailers          | 1,228        | 2,181        | 323          | 321          |
| Coach Sent Materials      | 1,173        | 560          | 685          | 810          |
| <b>TOTAL MAILINGS</b>     | <b>2,405</b> | <b>2,743</b> | <b>1,008</b> | <b>1,131</b> |
| PDFs/Videos               | 19           | 16           | 17           | 19           |

## Chronic Conditions, continued

### Program Activity, continued

**Percent of Total Chronic Individuals Screened for Depression** (Rolling Twelve Months)



Many individuals with chronic conditions also experience some degree of depression. In addition to being managed for their identified chronic condition, 2.8% of individuals were screened for depression and guided to an Employee Assistance Program (EAP) and behavioral health resources as appropriate.

Name: All Plans

Reporting Period: Jul 01, 2014 - Sep 30, 2014

Unique eligible individuals: 24,664

## Expanded Risk Conditions

Health Dialog's Health Coaching Program is designed to provide support to individuals with additional high risk conditions which are not addressed in typical care management programs. These conditions may contribute to financial risk and high utilization, so being able to support individuals with these conditions allows the program to provide the most effective intervention for diverse populations.

## Prevalence

Expanded Risk (Rolling Twelve Months)

Individuals with Expanded Risk Conditions

|                                  | ANY RISK | % ANY RISK |                          | ANY RISK | % ANY RISK |
|----------------------------------|----------|------------|--------------------------|----------|------------|
| Chronic Fatigue and Chronic Pain | 1,687    | 6.8%       | Oncology                 | 570      | 2.3%       |
| Chronic Kidney Disease           | 185      | 0.8%       | Other Back Pain          | 2,182    | 8.8%       |
| Depression/Anxiety               | 2,230    | 9.0%       | Other Cardiac Conditions | 662      | 2.6%       |
| High Utilization                 | 912      | 3.7%       | Other Joint Pain         | 2,798    | 11.3%      |
| Hypertension                     | 6,014    | 24.4%      | Peptic Ulcer             | 84       | 0.3%       |
| Migraine                         | 509      | 2.1%       | Spinal Stenosis          | 282      | 1.1%       |
| Non-Specific Abdominal Pain      | 2,389    | 9.7%       |                          |          |            |

## Program Activity

Intervention by Condition (Rolling Twelve Months)

| CONDITION                | Number of Individuals |             |              | Percent of Individuals |             |              |
|--------------------------|-----------------------|-------------|--------------|------------------------|-------------|--------------|
|                          | AWARENESS             | INTERACTION | RELATIONSHIP | AWARENESS              | INTERACTION | RELATIONSHIP |
| Expanded Risk Conditions | 4,900                 | 1,169       | 859          | 46.3%                  | 11.0%       | 8.1%         |

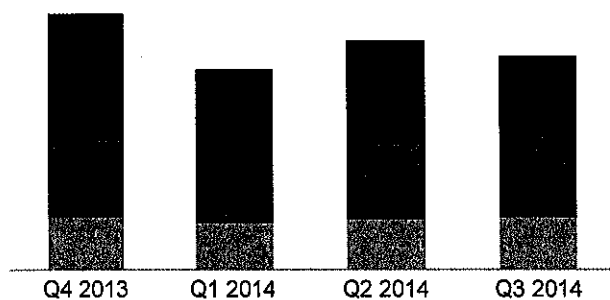
## Expanded Risk Conditions, continued

### Program Activity, continued

Activity Counts by Condition (Rolling Twelve Months)

| CONDITION                 | TELEPHONIC<br>ATTEMPTS | Completed Calls |             | MAIL   | EMAIL | WEB |
|---------------------------|------------------------|-----------------|-------------|--------|-------|-----|
|                           |                        | HEALTH<br>COACH | AUTODIALOG® |        |       |     |
| Total Activity            | 25,615                 | 1,781           | 6,461       | 10,183 | 1     | 13  |
| Individuals with Activity | 4,578                  | 961             | 3,298       | 3,795  | 1     | 3   |

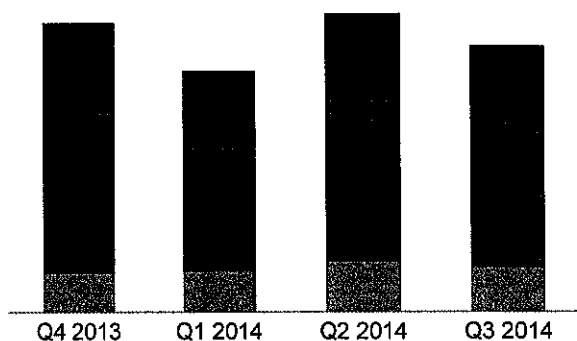
Completed Health Coach Calls (per Quarter)



|                 | Q4 2013 | Q1 2014 | Q2 2014 | Q3 2014 |
|-----------------|---------|---------|---------|---------|
| Outbound Calls  | 253     | 149     | 207     | 160     |
| Inbound Calls   | 151     | 156     | 149     | 158     |
| Follow Up Calls | 103     | 92      | 99      | 104     |

Coach-Member Interactions (per Quarter)

Coach-Member Interactions by Type of Support



The whole-person approach means that members may be given support across a broad range of topics. The types of information discussed with Health Coaches are displayed.

|                 | Q4 2013 | Q1 2014 | Q2 2014 | Q3 2014 |
|-----------------|---------|---------|---------|---------|
| Coach-Member    | 709     | 612     | 690     | 619     |
| Member Provided | 1,253   | 959     | 1,278   | 1,132   |
| Coach-Provided  | 317     | 331     | 392     | 355     |

## Expanded Risk Conditions, continued

### Program Activity, continued

#### Mailings (per Quarter)

|                           | Q4 2013      | Q1 2014      | Q2 2014      | Q3 2014      |
|---------------------------|--------------|--------------|--------------|--------------|
| General Awareness Mailers | 1            | 0            | 1            | 2            |
| Targeted Mailers          | 1,119        | 2,002        | 396          | 394          |
| Coach Sent Materials      | 1,746        | 1,251        | 1,678        | 1,598        |
| <b>TOTAL MAILINGS</b>     | <b>2,866</b> | <b>3,253</b> | <b>2,075</b> | <b>1,989</b> |
| DVDs/Videos               | 36           | 38           | 41           | 33           |

Name: All Plans

Reporting Period: Jul 01, 2014 - Sep 30, 2014

Unique eligible individuals: 24,664

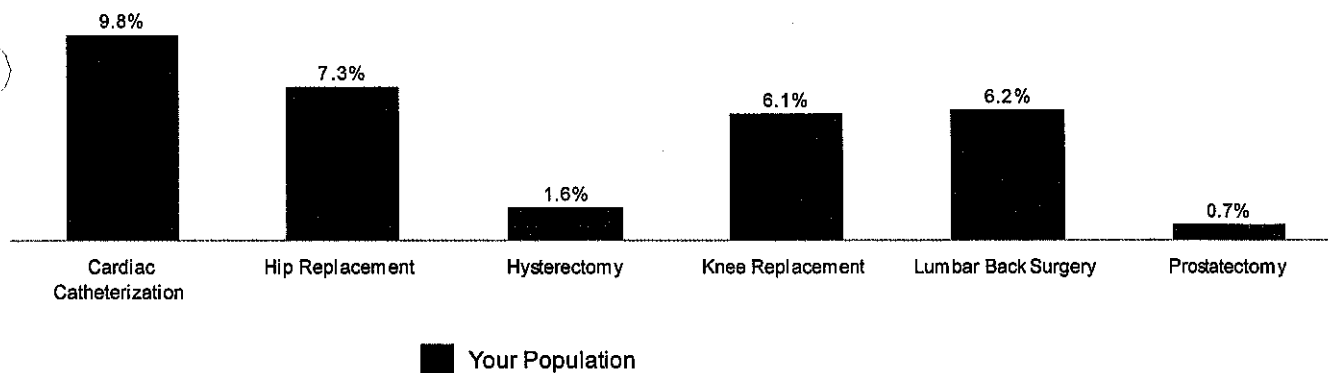
## Risk for Elective Surgery

When medical science supports multiple treatment options, individuals facing elective surgery decisions need information and support to help them make informed decisions. Research shows that individuals who are fully informed and involved in their own treatment choices tend to choose less invasive options and experience greater satisfaction. Health Coaches help individuals consider their treatment options and prepare them to work effectively with their doctor.

### Prevalence

Risk for Elective Surgery (Rolling Twelve Months)

Prevalence



Individuals at Risk for Elective Surgery

|                        | CARDIAC<br>CATHETERIZATION | HIP<br>REPLACEMENT | HYSTERECTOMY | KNEE<br>REPLACEMENT | LUMBAR<br>BACK<br>SURGERY | PROSTATECTOMY |
|------------------------|----------------------------|--------------------|--------------|---------------------|---------------------------|---------------|
| Any Risk               | 2,424                      | 1,805              | 384          | 1,496               | 1,532                     | 130           |
| High and Moderate Risk | 17.5%                      | 29.8%              | 62.8%        | 50.2%               | 35.8%                     | 31.1%         |

## Risk for Elective Surgery, continued

### Program Activity

Interventions drive savings, satisfaction, and program outcomes. This section reports on all interventions, characterized by the intensity of engagement, as well as condition and type of activity.

#### Intervention by Condition (Rolling Twelve Months)

| CONDITION               | Number of Individuals |             |              | Percent of Individuals |              |              |
|-------------------------|-----------------------|-------------|--------------|------------------------|--------------|--------------|
|                         | AWARENESS             | INTERACTION | RELATIONSHIP | AWARENESS              | INTERACTION  | RELATIONSHIP |
| Cardiac Catheterization | 2,110                 | 539         | 407          | 87.0%                  | 22.2%        | 16.8%        |
| Hip Replacement         | 1,247                 | 330         | 253          | 69.1%                  | 18.3%        | 14.0%        |
| Hysterectomy            | 257                   | 69          | 39           | 66.9%                  | 18.0%        | 10.2%        |
| Knee Replacement        | 1,033                 | 239         | 173          | 69.1%                  | 16.0%        | 11.6%        |
| Lumbar Back Surgery     | 1,002                 | 236         | 187          | 65.4%                  | 15.4%        | 12.2%        |
| Prostatectomy           | 151                   | 51          | 36           | 83.9%                  | 28.3%        | 20.0%        |
| <b>TOTAL</b>            | <b>3,720</b>          | <b>934</b>  | <b>694</b>   | <b>73.0%</b>           | <b>18.3%</b> | <b>13.6%</b> |

\* Individuals may have more than one condition

#### Activity Counts by Condition (Rolling Twelve Months)

| CONDITION               | TELEPHONIC<br>ATTEMPTS | Completed Calls |              | MAIL         | EMAIL    | WEB       |
|-------------------------|------------------------|-----------------|--------------|--------------|----------|-----------|
|                         |                        | HEALTH<br>COACH | AUTODIALOG®  |              |          |           |
| Cardiac Catheterization | 11,586                 | 869             | 2,547        | 4,815        | 0        | 6         |
| Hip Replacement         | 5,939                  | 513             | 1,123        | 2,712        | 0        | 0         |
| Hysterectomy            | 1,045                  | 81              | 204          | 363          | 0        | 0         |
| Knee Replacement        | 4,506                  | 357             | 877          | 2,138        | 0        | 2         |
| Lumbar Back Surgery     | 5,370                  | 346             | 821          | 2,179        | 0        | 5         |
| Prostatectomy           | 918                    | 69              | 133          | 352          | 0        | 0         |
| <b>TOTAL</b>            | <b>19,420</b>          | <b>1,426</b>    | <b>4,019</b> | <b>7,960</b> | <b>0</b> | <b>13</b> |

\* Individuals may have more than one condition

## Risk for Elective Surgery, continued

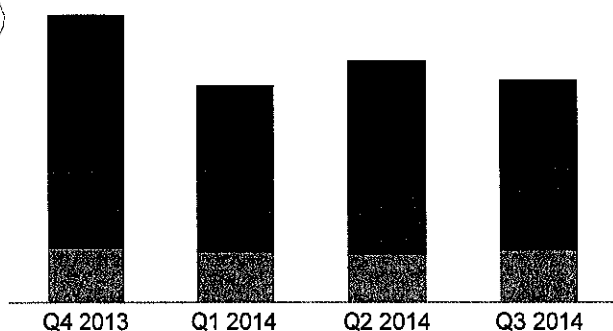
### Program Activity, continued

Individuals with Activity by Condition (Rolling Twelve Months)

| CONDITION               | TELEPHONIC<br>ATTEMPTS | Completed Calls |              | MAIL         | EMAIL    | WEB      |
|-------------------------|------------------------|-----------------|--------------|--------------|----------|----------|
|                         |                        | HEALTH<br>COACH | AUTODIALOG®  |              |          |          |
| Cardiac Catheterization | 1,968                  | 457             | 1,339        | 1,740        | 0        | 1        |
| Hip Replacement         | 1,109                  | 290             | 729          | 1,007        | 0        | 0        |
| Hysterectomy            | 255                    | 54              | 170          | 158          | 0        | 0        |
| Knee Replacement        | 928                    | 201             | 604          | 849          | 0        | 1        |
| Lumbar Back Surgery     | 926                    | 210             | 557          | 795          | 0        | 1        |
| Prostatectomy           | 138                    | 45              | 88           | 123          | 0        | 0        |
| <b>TOTAL</b>            | <b>3,447</b>           | <b>793</b>      | <b>2,353</b> | <b>2,918</b> | <b>0</b> | <b>3</b> |

\* Individuals may have more than one condition

### Completed Health Coach Calls (per Quarter)



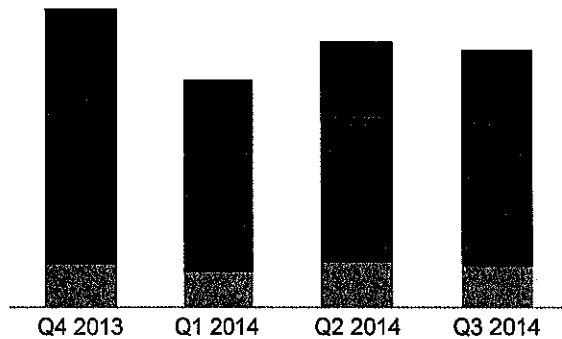
|                 | Q4 2013 | Q1 2014 | Q2 2014 | Q3 2014 |
|-----------------|---------|---------|---------|---------|
| Outbound Calls  | 231     | 124     | 180     | 130     |
| Inbound Calls   | 113     | 123     | 106     | 120     |
| Follow Up Calls | 80      | 72      | 70      | 77      |

## Risk for Elective Surgery, continued

### Program Activity, continued

#### Coach-Member Interactions (per Quarter)

##### Coach-Member Interactions by Type of Support



The whole-person approach included in the program means that members may be given support across a broad range of topics. The types of information discussed with Health Coaches are displayed.

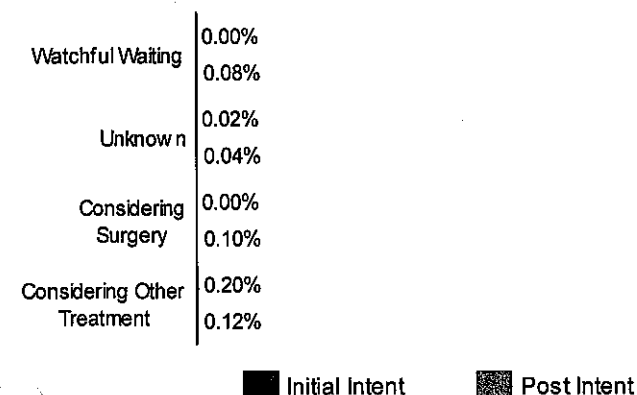
|                 | Q4 2013 | Q1 2014 | Q2 2014 | Q3 2014 |
|-----------------|---------|---------|---------|---------|
| Coach Member    | 588     | 476     | 500     | 476     |
| Member Provided | 1,080   | 775     | 951     | 944     |
| Coach Provided  | 271     | 229     | 283     | 262     |

#### Mailings (per Quarter)

|                           | Q4 2013      | Q1 2014      | Q2 2014      | Q3 2014      |
|---------------------------|--------------|--------------|--------------|--------------|
| General Awareness Mailers | 0            | 2            | 0            | 1            |
| Targeted Mailers          | 792          | 1,355        | 360          | 364          |
| Coach-Sent Mailers        | 1,523        | 950          | 1,350        | 1,258        |
| <b>TOTAL MAILINGS</b>     | <b>2,315</b> | <b>2,307</b> | <b>1,710</b> | <b>1,618</b> |
| DVDs/Videos               | 25           | 27           | 31           | 30           |

#### Intent (Rolling Twelve Months)

##### Initial and Post Intent



For individuals facing a treatment decision, an important indicator of program effectiveness is whether their initial plan was changed after working with Health Dialog's Health Coaching Program. A change would indicate that the individual better understands the treatment options and has clarified their own values and preferences.

Name: All Plans

Reporting Period: Jul 01, 2014 - Sep 30, 2014

Unique eligible individuals: 24,664

## Operational Details

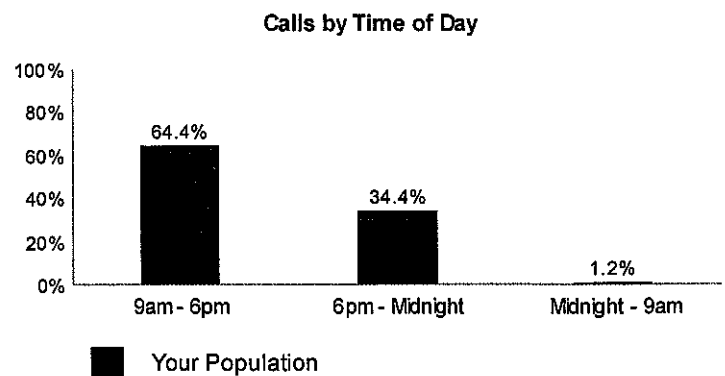
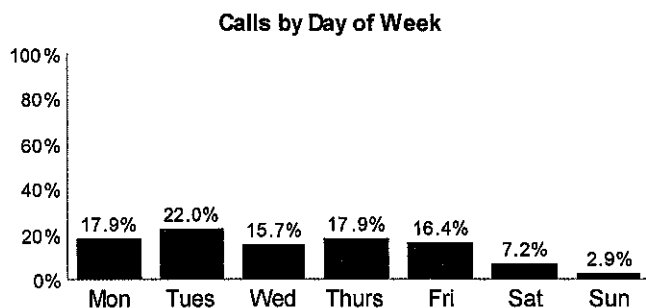
Positive operational performance of telephonic coaching services set the foundation for improved outcomes with the population. By maintaining quality, efficiency, and a high level of service, our programs are afforded the best opportunity to achieve their goals.

## Operational Details

### Operational Performance (Rolling Twelve Months)

|                                   | Oct<br>2013 | Nov<br>2013 | Dec<br>2013 | Jan<br>2014 | Feb<br>2014 | Mar<br>2014 | Apr<br>2014 | May<br>2014 | Jun<br>2014 | Jul<br>2014 | Aug<br>2014 | Sep<br>2014 | Avg  |
|-----------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|------|
| Average Speed of Answer (Seconds) | 8           | 8           | 8           | 7           | 9           | 10          | 8           | 8           | 11          | 10          | 15          | 12          | 9    |
| Average Hold Time (seconds)       | 4           | 1           | 1           | 2           | 0           | 2           | 0           | 0           | 9           | 0           | 5           | 12          | 3    |
| Call Blockage Rate                | 0.0%        | 0.0%        | 0.0%        | 0.0%        | 0.0%        | 0.0%        | 0.0%        | 0.0%        | 0.0%        | 0.0%        | 0.0%        | 0.0%        | 0.0% |
| Call Abandonment Rate             | 0.0%        | 0.0%        | 0.0%        | 1.1%        | 0.0%        | 1.4%        | 1.4%        | 1.4%        | 7.6%        | 8.1%        | 1.8%        | 5.3%        | 2.3% |

### Day and Time of Call Details (Rolling Twelve Months)



# Glossary

---

**Average Hold Time:** The average amount of time callers spent on hold for, having been already answered by and then placed on hold by a Health Coach. Time when a coach is processing a transfer or conference of a call is included in this time. This is a monthly metric for FELRA.

**Average Speed of Answer:** The average length of time in seconds between when an individual entered the queue and spoke with a Health Coach. This is a monthly metric for FELRA.

**Awareness:** Indicates that an individual has been made aware of Health Dialog's program because they have completed one or more of the following activities during the reporting period:

- Completed Health Coach calls (inbound, outbound and follow up calls);
- Connected AutoDialog® calls;
- Sent mailings (outreach/campaign-based and/or fulfillment, including DVDs and magnets);
- Online interactions (e.g. Dialog Center® hits,
- Health Crossroads® visits, Limeade visits, Healthy Conversation surveys, PHA or HRA surveys);
- Onsite activities (when applicable); and/or
- Non-bounced back emails (when applicable).

**Benchmark:** FELRA average excluding this specific population.

**Call Abandonment Rate:** The percent of individuals who have called into the program, entered the hold queue and have abandoned the call while waiting to speak with a Health Coach. This is a monthly metric for FELRA.

**Call Blockage Rate:** The percent of individuals who have called into the program and received a busy signal. This is a monthly metric for FELRA.

**Coach-Member Interactions:** The total number of activities during Health Coach conversations in the reporting period whereby the individual and coach discuss specific topics and use different types of support to improve behavior, confidence, decision-making skills, knowledge and awareness. An individual may have more than one on a single call. Types of Coach-Member Interactions include Coach Provided Information, Member Provided Information, and Coach-Member Provided Information. Coach Provided Information includes mailings and health resources discussed on the call. Member Provided Information includes specific facts provided to the Health Coach during the call such as self-identified conditions/symptoms/procedures, immunizations/vaccinations, biometric data, provider visits, etc. Coach-Member Provided Information captures activities which indicate a more in-depth discussion between the member and the coach, and includes things such follow up calls scheduled, emails exchanged, referrals to specialty Health Coaches, creation or modification of member-driven action plans, or the use of interactive coaching tools which foster a dialog between the member and the coach.

**Chronic Conditions:** Indicates whether the individual has been identified with one or more of the following conditions during the reporting period: Asthma, Chronic Heart Disease (CHD), Heart Failure (HF), Chronic Obstructive Pulmonary Disease (COPD), and/or Diabetes. Reported as any risk for the chronic conditions and as high risk based on financial risk rank.

**Completed AutoDialog®:** The number of individuals who received an AutoDialog® interactive voice response message, regardless of a resulting conversation with a Health Coach.

**Completed Calls:** The total number of Health Coach conversations for the selected population during the reporting period. This includes both calls into the program (via a warm transfer as a result of AutoDialog® or a natural inbound call) and outbound calls (including completed follow up calls and natural outbound outreach calls) resulting in a conversation with a Health Coach.

**Compliant:** Indicates that an individual had a Prevention Opportunity (gap in preventive screenings or vaccination) during the reporting period and subsequently closed the gap based on claims data.

**E-Fulfillment:** Indicates the total number of electronic requests for fulfillment materials to be mailed or emailed to the individual in reporting period.

**Eligible:** Indicates the total number of unique individuals who were eligible for Health Dialog services at any time in the reporting period.

# Glossary

---

**Email:** The total number of emails sent for the population in the reporting period. No consideration is made if the email was opened or returned due to a bad email address.

**Estimated Savings:** Indicates the total estimated dollar savings for the reported population. The calculation is Medical Cost PMPM x Estimated Savings per Interacted Individual (%) x Interaction Months.

**Expanded Risk Conditions:** Indicates whether the individual has been identified with a condition such as Angina or a pattern of behavior such as frequent ER visits that accompanies high claims costs and high financial risk.

**Interaction:** Indicates that an individual interacted with the program because they completed one or more of the following activities during the reporting period:

- Completed Health Coach calls (inbound, outbound and follow up calls);
- AutoDialog® contacts (with targeted individual);
- Completion of one or more online or paper surveys (e.g. PHA or HRA surveys, Limeade surveys);
- Completion of one or more online program modules (e.g. Healthy Conversations);
- Online challenges started (Limeade) and/or
- One or more email "opens."

**Interaction Months:** When an individual achieves an "interaction" status, this status is maintained for the duration of the measurement period, provided the individual stays eligible. Interaction months are summed for all individuals in the population in the reporting period.

**Invalid Phone Number:** The percent of individuals who have a missing or active invalid phone number.

**Lifestyle Risk:** Indicates whether the individual has been identified with one or more of the following lifestyle risks during the reporting period: Stress, Cardiometabolic risk, Overweight/Obesity risk, Tobacco Use risk, Poor Nutrition, Physical Inactivity, and Prevention Opportunities. Reported as any risk for the lifestyle and at high/moderate risk for one or more of the lifestyles. High risk stratification based on claims data. Moderate risk is included when appropriate and is stratified using claims-based predictive models.

**Live Chat Sessions:** The total number of live online chat sessions between individuals and Health Coaches via the program website in the reporting period.

**Mail:** The total number of pieces of literature, materials, or DVDs mailed to individuals in the reporting period. Mailings consist of General Awareness, Targeted Mailers, and Coach-Sent Mailers. General Awareness is a welcome letter to the program. Targeted Mailers are materials aimed at an individual's healthcare needs. Coach-Sent materials include materials requested by an individual on a call including information sheets, decision aids, and DVD/Videos.

**Maintain Quit Rate:** The percent of individuals who have completed the intensive Tobacco Coaching Program and who have indicated to a Health Coach that they have quit using tobacco products for a period of time (30 days, 6 months or 12 months).

**Online Assessments Completed:** Indicates the total number of Health Risk Assessment (HRA) surveys (online, paper) completed for the program in the reporting period. Surveys initiated by third party vendors are not counted.

**Online Assessments Started:** Indicates the total number of Health Risk Assessment (HRA) surveys (online, paper) started in the reporting period. This includes surveys started regardless of completion status.

**Online Modules/Challenges Completed:** Indicates the total number of completed activities in the reporting period including online coaching modules and online challenges.

**Online Modules/Challenges Started:** Indicates the total number of activities started in the reporting period including online coaching modules and online challenges. This includes modules and challenges started regardless of completion status.

**Online Registrations:** Indicates the total number of individuals with one or more registrations to any program web site in the reporting period. Anonymous users are not counted.

**Online/Web Activities:** The total number of online activities recorded for the population, including Dialog Center® visits and registrations, Health Crossroads® web module sessions, Healthy Conversations activity, and HRA completed surveys.

**PMPM Savings:** Indicates the estimated dollar savings for the selected population per member, per month. The calculation is Estimated Savings divided by Total Eligible Individuals divided by 12 months.

**Post Hospital Discharge:** Indicates that the individual has been loaded to a post-hospital discharge campaign.

# Glossary

---

**Program Participant:** Indicates an individual who is eligible for services and who is enrolled in a structured, intensive program such as Tobacco Cessation or Weight Management. A participant must opt into the program and may have risk for the specified condition. A Tobacco Cessation program participant completing the program is one who has either completed four or more objectives or who report tobacco cessation. A Weight Management program participant completing the program is one who has either completed five or more objectives or who report a loss of at least 5% original body weight.

**Referral from Program:** The total number of times a Health Coach referred individuals to the selected referral type during the reporting period. Categories include Web Tools, Wellness Support, Condition/Case Management, General Information, and Other.

**Referral to Program:** The total number of times FELRA referred individuals to the program during the reporting period.

**Relationship:** Indicates that an individual interacted with the program on two separate days within a six-month period of time embedded in the reporting period:

- Completed Health Coach calls (inbound, outbound, or follow up calls);
- AutoDialog® contacts;
- Completion of one or more online or paper surveys (e.g. PHA or HRA surveys, Limeade assessments);
- Completion of one or more online program modules (e.g. Healthy Conversation);
- Exchange of one or more online chats with a Health Coach (e.g. Limeade);
- Enrollment in online challenges (e.g. Limeade); and/or
- One or more email "opens".

Or had one of the above plus one of the following within a six-month period of time in the reporting period;

- A coach-member interaction (coach provided, member provided or coach-member provided interaction type); and/or
- Completion of one or more online challenges (e.g. Limeade).

**Remaining Population:** Indicates that the individual is not included in the Chronic Conditions, Expanded Risk Conditions, Risk for Elective Surgery, or the Lifestyle Risk populations.

**Requesting "No Call":** The percent of individuals who have requested that the program do not contact them via telephone, either directly by a Health Coach or through the AutoDialog® IVR system.

**Requesting "Opt-Out":** The percent of individuals who have requested that the program do not contact them via any channel (i.e., telephone directly by a Health Coach, telephone by the AutoDialog® IVR system, or mail).

**Risk for Elective Surgery:** Indicates whether the individual has been identified as being at risk for the following elective surgeries during the reporting period: Hysterectomy, Prostatectomy, Lumbar Back Surgery, Hip Replacement, Knee Replacement, and/or Cardiac Catheterization. Reported as any risk for elective surgery and at high/moderate risk for one or more of the elective surgeries using claims data.

**Secure Messages:** Indicates the total number of secure emails which are sent to Health Coaches via any program website in the reporting period. An individual can send more than one message.

**Secure Site Log-ins:** Indicates the total number of log-ins to any program website in the reporting period. An individual can log onto one or more sites. Anonymous users are not counted.

**Targeted and Contacted:** Indicates whether the individual had evidence of a Prevention Opportunity (gap in preventive screenings or vaccination), was targeted for outreach, and had a conversation with a Health Coach in the reporting period.

**Targeted and Not Contacted:** Indicates whether the individual had evidence of a Prevention Opportunity (gap in preventive screenings or vaccination), was targeted for outreach, but did not have a conversation with a Health Coach in the reporting period.

**Telephonic Attempts:** The total number of telephonic attempts (Health Coach, AutoDialog®) to individuals in the reporting period.

**Web:** The total number of online activities recorded for the population, including Dialog Center® activity (visits and registrations), Health Crossroads® web activity, Healthy Conversations web activity, HRA started or completed surveys, and Limeade activity (visits, assessments started or completed, and challenges started or completed).

**Web User:** The number of unique individuals who have used one or more online program sites in the reporting period.