



Making better decisions about emergency health care

Quick Care Options



One out of every five visits to the emergency room is unnecessary, yet trips to the ER are on the rise.

Avoidable ER visits:

- Second highest outpatient cost driver
- \$1.2 million in unnecessary expenses each day
- \$445 million in unnecessary expenses each year

Alternatives to the ER

Faster, less expensive, more convenient

Retail health clinic: good for basic medical services, usually found in a major pharmacy or retail store

Walk-in doctor's office: doesn't require an appointment, handles routine care and common family illness

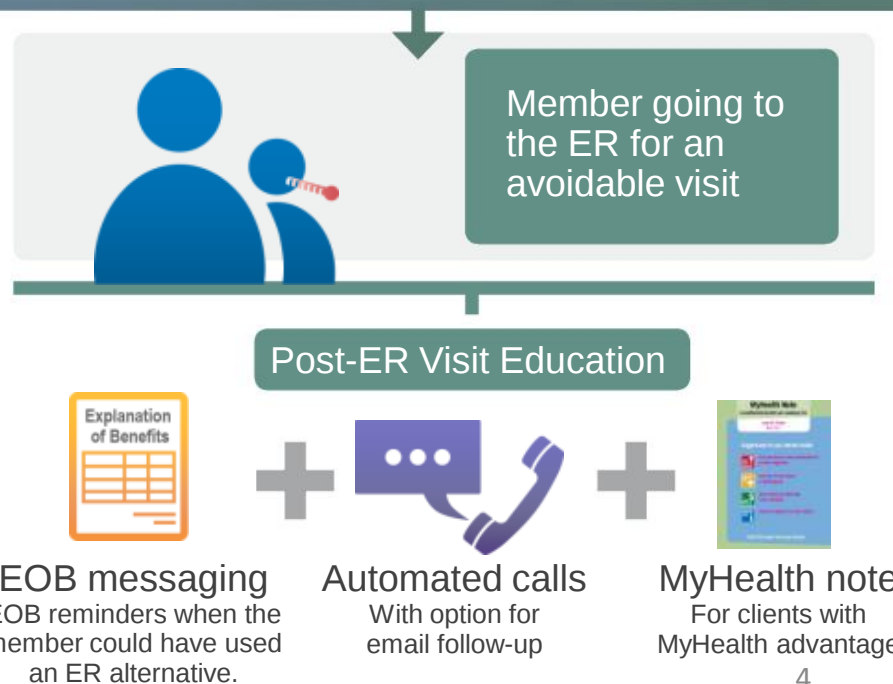
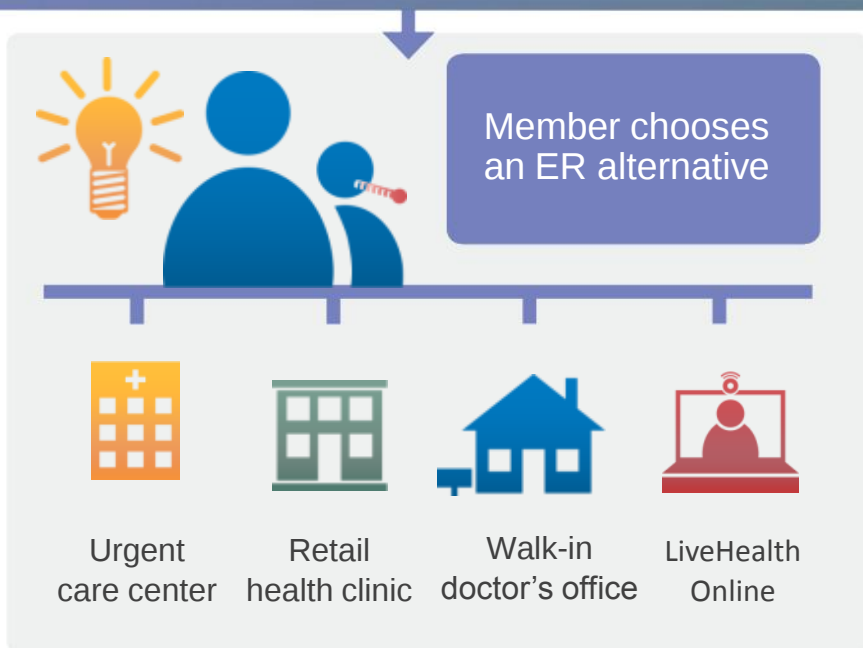
Urgent care center: when someone needs to be looked at right away but isn't experiencing a severe emergency, can do X-rays, lab tests and stitches



Quick Care Options

Awareness and education to drive better member decisions around ER alternatives

Education and awareness **before** a member makes a **decision** about where to get care.



Issues that usually don't require the ER

Sprains
Animal bites
Stitches
Mild asthma
Cold and flu
Strep throat
Rashes
Eye irritations
Ear irritations
Headaches
Nausea



Quick Care Options education is working

In the pilot program

- Members went to the ER 16% less
- Overall ER utilization dropped 1.7%
- \$230,000 annual savings for a group with 100,000 members
- ROI ranging from 2.1 to 5.1

Program availability

**Quick Care Options
will be available
January 1, 2014**

