

VALUE FOR YOU

Madison Metropolitan
School District

January 11, 2006

Agenda

GHC Presenters:

Larry Zanoni – Executive Director

Dr. Michael Ostrov – Medical Director

Sally Borton – Sales and Marketing Director

THANK YOU

30 Year Partnership

- 2006 marks our 30th year of working together
- MMSD has offered GHC since GHC's inception (1976)
- Partnership's impact to GHC's success

GHC History

- Dane County's first federally qualified Health Maintenance Organization (HMO)
- GHC began providing patient care in March of 1976
- Grown from zero to over 55,000 members
- Madison's only staff model HMO
- Member sponsored - governed by a consumer Board of Directors
- Not for profit 501(c)(3) organization

GHC Mission

Our Mission is to provide accessible and high quality primary care with an emphasis on prevention.



HMO Plan

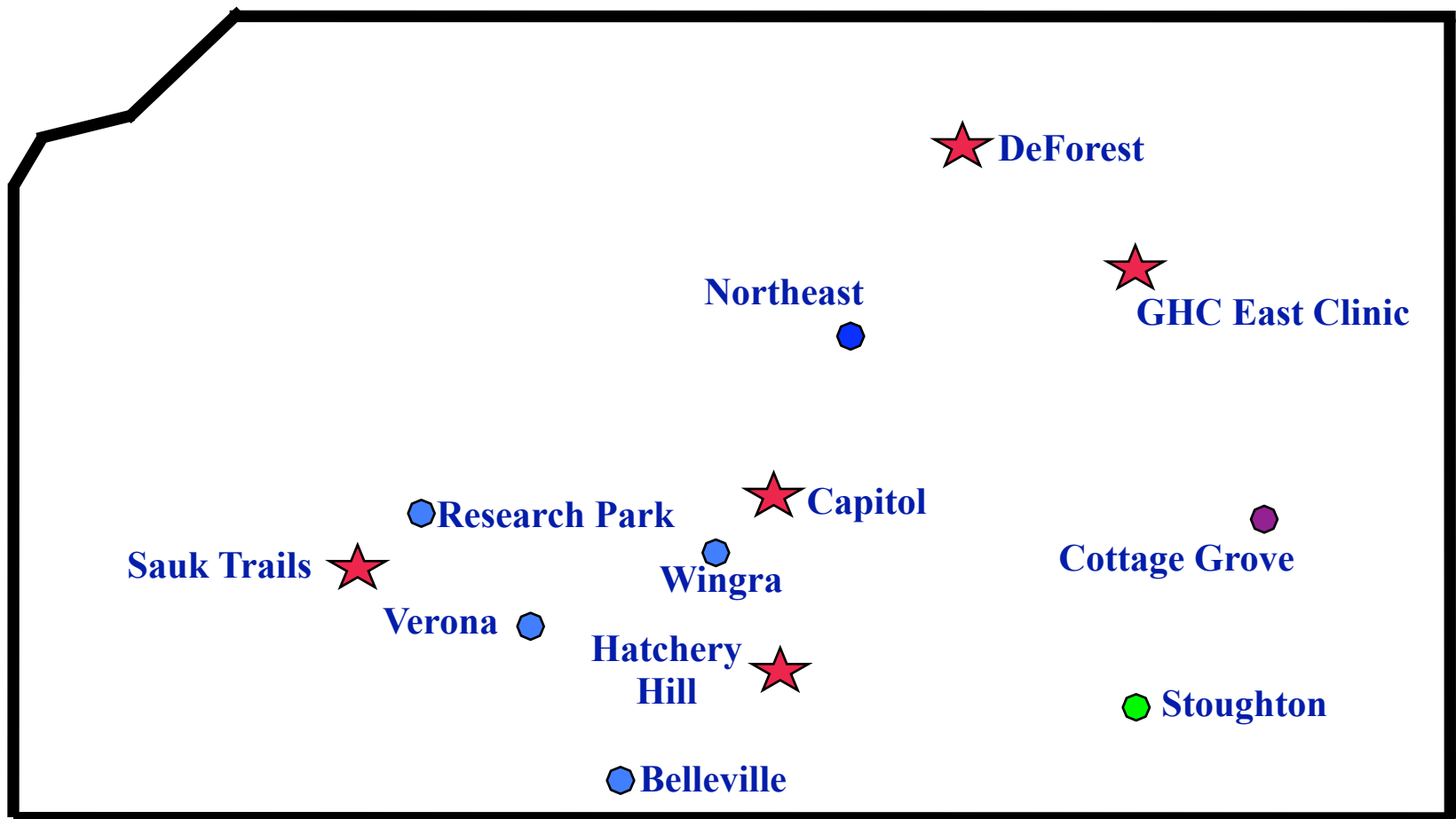
GHC provides Madison Metropolitan School District:

- Comprehensive benefit package
- Choice of four provider networks
- Choice of four affiliated hospitals

GHC as an Insurer - Service Area

- ★ **GHC Staff Model Clinics**
- **UW Family Medicine**
- **UW Health – Cottage Grove**
- **UW Health – Stoughton**

Dane County



GHC Primary Care Networks

GHC Staff Model

- *Capitol*
- *East Clinic*
- *Hatchery Hill*
- *Sauk Trails*
- *De Forest*

UW Health - University Community Clinics

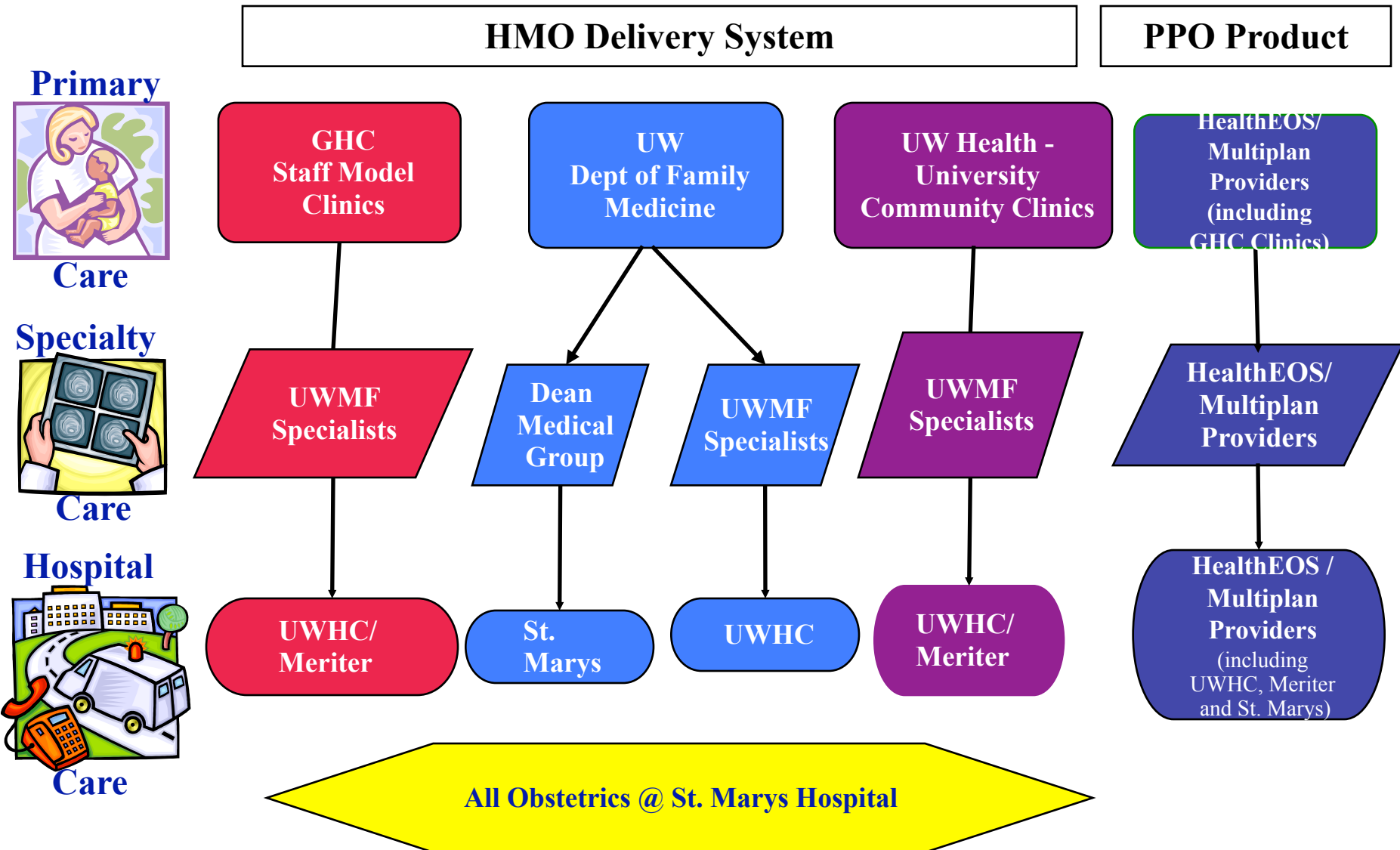
- *Cottage Grove*
- *Stoughton*

UW Health - Dept of Family Medicine

- *Belleville*
- *Verona*
- *Wingra*
- *Northeast*
- *Research Park*

Refer to the GHC Provider Directory or go to www.ghc-hmo.com for more information

GHC as an Insurer



GHC PPO Plan

- GHC PPO product is a dual choice offering alongside of GHC HMO benefit
- The PPO network that is offered is **HealthEOS** by **MultiPlan, Inc.**
 - HealthEOS as the Wisconsin PPO network offers: 18,000+ Providers
 - GHC Staff Model providers are In-Plan providers only when enrolled with GHC
 - MultiPlan, Inc. as the national PPO network offers: 500,000+ Providers
- Similar benefits to current WPS PPO plan

Member Services

- Knowledgeable of all GHC insurance certificates and plans
- Help with benefits, claims, referrals and clinic services
- Inquiry/Issue resolution
- Resource for members who use GHCMYChart

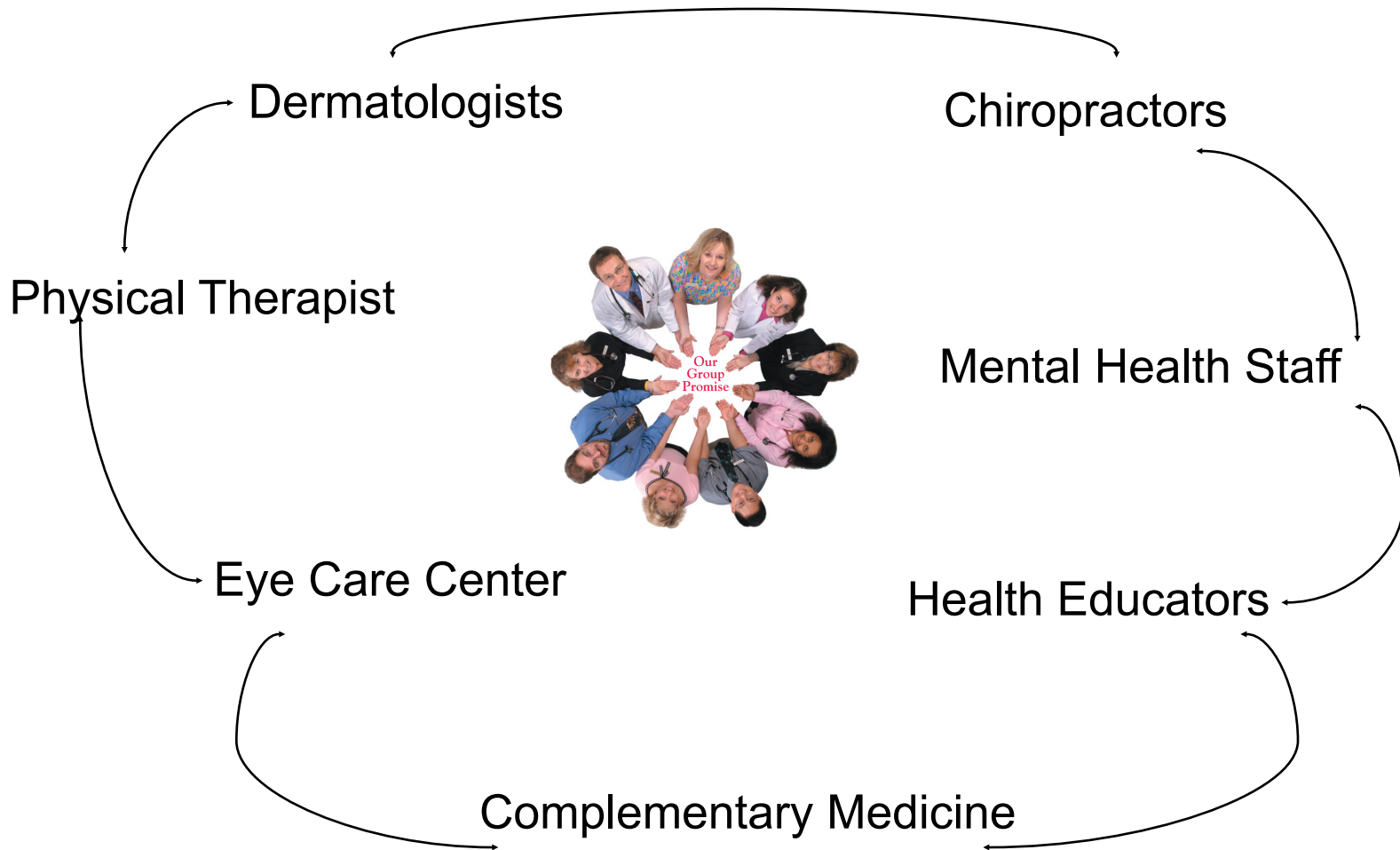
Focus on Primary Care & Prevention

Primary Care is GHC's "Specialty"

- Family Practice, Internal Medicine and Pediatrics
- Members select a primary care physician
- These physicians guide patients through the medical maze
- They coordinate with UW and Dean specialty care

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The GHC Specialties



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Group Health Cooperative Ranked 23rd in the Nation

U.S. News & WORLD REPORT
October 10, 2009

America's Best
HEALTH PLANS


It's Time to Choose
Exclusive Rankings



 **Group Health Cooperative**
Where you belong.

www.usnews.com

GHC's Achievement

- Recognized in U.S. News and World Report (October 3, 2005)
- GHC was ranked 23 out of 257 commercial health plans.
- Ranking based on GHC's scores from HEDIS, CAHPS and our recent NCQA site visit.
-  GHC was the only health plan in Dane County to be listed in the Top 25 plans.

NCQA Accreditation (National Committee on Quality Assurance)

- **What Is It?**
 - Accredits 600 health plans nationally.
 - Fulfill > 100 standards.
- **Why Is It Important?**
 - Accountability to members and their employers

GHC was Wisconsin's first health plan to receive full NCQA accreditation.

5 Components of Healthcare Rated by NCQA

**GHC received the
highest marks in
all 5 areas!**

- Access & Service
- Qualified Providers
- Staying Healthy
- Getting Better
- Living with Illness



Other Measures of Quality

HEDIS (Health Plan Employer Data Information Set)

- **What is it?**

Clinical quality performance measures
(Example: Excellent control of patients with diabetes)

- **Why is it Important?**

Benchmarks performance against the best in the nation

Other Measures of Quality

CAHPS Survey (Consumer Assessment of Health Plans)

- **What is it?**

CAHPS asks members about their own satisfaction with care and service.

- **Why is it Important?**

GHC compares itself to local health plans and national benchmarks.

Focus On Health Promotion

- **Educational classes for:**
Diabetes, Cardiovascular Disease, Obesity and Tobacco Cessation
- **Counseling Visits with:**
Health Educators at GHC clinics
- **Multidisciplinary Project Teams for:**
Obesity, Diabetes, Asthma, Hypertension and Cardiovascular Disease
- **Disease Monitoring using:**
Phone outreach and reminder letters to ensure regular follow-up and quality care for patients with chronic diseases
- **Emphasis on Preventive Services including:**
Immunizations, mammograms, prenatal care and others

Preventive Health Projects

- Childhood & Adult Immunizations
- Breast Cancer Screening
- Smoking Reduction
- Colon Cancer Screening
- Patient Safety

Disease Management Projects

- Asthma
- Heart Disease Prevention
- High Blood Pressure Control
- High Cholesterol Treatment
- Diabetes Care

Service Projects

- Appointment Open Access
- Clinic Telephone Access
- Specialty Access & Satisfaction

Value Added Services

GHC provides comprehensive value added services than any other local health plan.

Worksite Wellness

We are pleased to offer the following services to your GHC member employees:

- Health Risk Assessment (HRA)
- Blood Sugar Screening
- Blood Pressure Screening
- Body Fat Analysis
- Carbon Monoxide Screening
- Cholesterol Screening
- Flu Shots (seasonal)
- Customized Educational Seminars

Complementary Medicine And Wellness Center

- First HMO to provide coverage for service
- Integrating therapies with primary care practices
- 16,000 appointments made in 2005



Chief Of Complementary Medicine

Nancy Selfridge, MD

- Board Certified in Holistic Medicine
- Family Practice physician for over 20 years
- Offers wellness evaluations



Complementary Medicine Services

- Acupuncture
- CranioSacral Therapy
- Energy Work
- Massage Therapy
- Massage for Cancer Patients
- Mind/Body Therapy
- Naturopathic Medicine
- Wellness Evaluation
- Classes: Yoga, Pilates, Tai Chi
- And More...



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GHCMYChartSM



Area's first health plan to introduce EpicCare... the nation's premier Electronic Health Records (EHR) system.

Over **20,000** Members have signed up and access their personal information on-line through **www.ghcmymychart.com**.

On-line

Personalized

Secure

GHCMyChart Features Highlight

- Communicate with clinic staff through secure messaging
- Schedule appointments on-line
- View released test results
- Access the Healthwise® Knowledgebase
- Order prescription refills and renewals
- Manage referrals to specialists
- Access insurance and account information

KidsChart®



KidsChart®

Parents can access their children's records online.

Example:
Immunizations for summer camp

Exercise for Excellence

- Enhanced fitness program for member's at GHC approved health clubs
- Annual reimbursement of \$100 per individual or \$200 per family
- Very flexible: Work out 60 times during a six month period

GHC - Where Members Belong...

- Focus on **primary care excellence**
- #1 local HMO for **NCQA quality initiatives**
 - Ability to access care quickly
 - Customer service satisfaction
- **Member sponsored** not-for-profit cooperative

Summary

- **Reinvest** in our membership
- **Innovative** programs for our members
- Only HMO in Wisconsin to receive an “A+” for **financial stability** in 2005 from Weiss Ratings, Inc.

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GHC Thanks You
For Your Business!

Questions?

