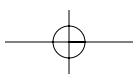
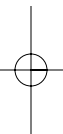
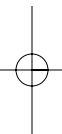


# **ConnectiCare Quality and Employee Health**

# Driving Results 2009



**ConnectiCare<sup>®</sup>**  
*You know us by .*



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## INTRODUCTION

Clearly the impact of poor employee health has a tremendous effect on every company's bottom line. ConnectiCare understands the need for your business to control health care costs. Consider the following figures:

- At least 25% of employer health costs are associated with unhealthy lifestyles and modifiable risk factors<sup>4</sup>
- About 70% of all health care costs are potentially preventable<sup>5</sup>

Imagine how even a small improvement in employee health can reduce health care costs and sick days, while increasing employee morale and productivity. That's why it's so important to provide your employees with a health plan that offers the benefits and value-added services to help them help themselves.

In this report, you will see how ConnectiCare is improving the health of its members through our wellness initiatives and health management programs. For more information on the programs in this report, contact your ConnectiCare Sales Representative or Account Manager, or visit our Web site at **[www.connecticare.com/touchpoints](http://www.connecticare.com/touchpoints)**.

### Sources:

1 Kaiser/HRET Survey of Employer-Sponsored Health Benefits, 2008.

2 Centers for Disease Control and Prevention – National Diabetes Fact Sheet, 2007; Prevalence of overweight, obesity and extreme obesity among adults: United States, trends 1960 – 62 through 2005 – 2006; Heart Disease and Stroke Prevention, 2009.

3 American Lung Association – Epidemiology & Statistics Unit, Research and Program Services. Trends in Asthma Morbidity and Mortality, November 2007.


4 American Journal of Health Promotion, May – June 2001.

5 James Fries, M.D., Stanford University School of Medicine; The New England Journal of Medicine, July 29, 1993.

## EXECUTIVE SUMMARY

## Executive Summary:

*ConnectiCare has established itself among the best for customer service and quality health improvement programs - receiving high marks for the positive impact on our members' health and well being*

- **Customer Service** – ConnectiCare earned the highest member satisfaction score for customer service of any health plan in Connecticut according to the 2009 Consumer Assessment of Healthcare Providers and Systems Survey (CAHPS®), the most widely used benchmark for health plans.
- **National Accreditation** – ConnectiCare's quality has been recognized by our industry's toughest critic, the National Committee for Quality Assurance (NCQA). NCQA is a private, not-for-profit organization that accredits health plans based on a rigorous and comprehensive evaluation process. Since 1999, ConnectiCare has been recognized for superior quality and service by being granted an "Excellent" accreditation status.
 
- **ConnectiCare Touchpoints** – In 2008 we introduced *ConnectiCare Touchpoints*, a comprehensive program of Health and Wellness tools, resources and services all designed to help your employees – those in good health as well as those with health conditions – take a proactive role in their health. Your employees can access the programs, tools and information in Touchpoints online at [www.connecticare.com/touchpoints](http://www.connecticare.com/touchpoints).
- Our **Healthy Alternatives Program** and **Preventive Care Programs** are designed to encourage healthy lifestyles and preventive measures that protect against and detect serious illness. 2009 HEDIS® (Health Plan Employer Data and Information Set) results show that our preventive care programs ranked in the **top 25% or better** in most categories among over 400 health plans measured nationwide.
- In 2008, our **Worksite Wellness Initiative** reached 7,408 employees at more than 300 company locations, delivering everything from back care and stress reduction to fitness and nutrition. In addition, ConnectiCare offers comprehensive services to help large employers develop, implement and administer incentive and rewards programs and measure their effectiveness.

- Our **BREATHE Program** helps our members with asthma and COPD (Chronic Obstructive Pulmonary Disease), including emphysema and chronic bronchitis, manage their condition. This program has led to a 53% decrease in COPD-related hospital bed days since 2005.
- Through our **DiabetiCare Program**, ConnectiCare is helping our members stay in control of their diabetes. We encourage our members to know their Hemoglobin A1c levels and assist them with keeping these levels in control. Since 2002, the percent of our members with diabetes with poor Hemoglobin A1c levels has steadily dropped – from 27.3% of members in 2002 to 18.7% of members in 2008.
- Our **HeartCare Program** has two components: Coronary Artery Disease (CAD) and Congestive Heart Failure (CHF). This program provides our members with heart problems the education and support they need to assist them with making the necessary lifestyle modifications to lower their risk of cardiac events. This program has shown positive results, with the number of all-cause hospital bed days for members with CHF dropping 18% since 2005.
- Our **Pharmacy Quality Initiatives** have shown significant impact in addressing cholesterol, diabetes, heart disease, asthma, and drug safety in the elderly.

### New Programs in 2009:

- Our new **QuitCare Program** offers smoking cessation coaching to all ConnectiCare members in all health management programs regardless of risk. QuitCare participants receive phone support from a Quit Coach and educational materials in the mail. Members with pharmacy benefits also receive coverage for Nicotine Replacement Therapy (NRT).
- Our new **Cancer Support Program** provides members diagnosed with cancer with a single source of personal support from an experienced cancer nurse. In addition to helping our members cope with the emotional side of cancer, the nurse can provide information about treatment options, answer questions, or guide members to a provider in their local community or within the OptumHealth® Cancer Centers of Excellence network.

Please Note:

- 2009 CAHPS and HEDIS® results are based on data collected in 2008. HEDIS® is a registered trademark of the NCQA.
- The source for data contained in this publication is Quality Compass® 2009, and is used with the permission of the National Committee for Quality Assurance (NCQA). Any analysis, interpretation, or conclusion based on these data is solely that of the authors, and NCQA specifically disclaims responsibility for any such analysis, interpretation, or conclusion. Quality Compass is a registered trademark of NCQA.

**INDUSTRY-LEADING SERVICE**

## *Industry-Leading Service*

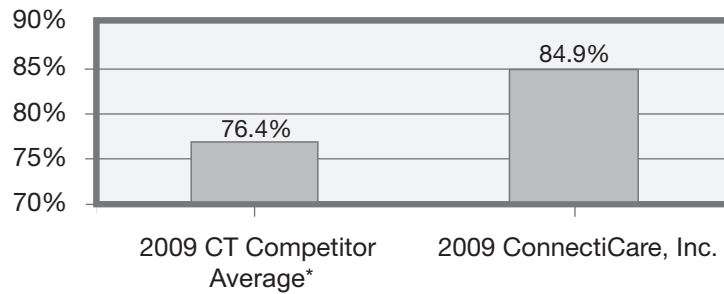
ConnectiCare provides quality health care coverage and we back it up with a commitment to providing our members with dedicated, personal service.

In 2009 ConnectiCare had the highest member satisfaction rating for customer service of any health plan in Connecticut according to The Consumer Assessment of Healthcare Providers and Systems (CAHPS). ConnectiCare has consistently earned this top honor since 2002.

The CAHPS program develops and supports the use of comprehensive standardized surveys that ask consumers and patients to report on and evaluate their experiences with health care. The CAHPS rating for member satisfaction with the health plan is measured by the National Committee for Quality Assurance (NCQA).

*In 2009 ConnectiCare had the highest member satisfaction rating for customer service of any health plan in Connecticut.*

**CAHPS HEALTH PLAN RATINGS –  
Customer Service**



\*Connecticut competitor average for 2002-2006 included: Anthem BCBS of CT; Aetna Health, Inc.; CIGNA Healthcare; Oxford Health Plans; HealthNet and ConnectiCare. For 2008-2009 United Health Care was also included. The customer-service composite was not publicly reported in 2007 so there is no data for that year.



*ConnectiCare Touchpoints is a comprehensive program of Health and Wellness tools, resources and services all designed to help your employees take a proactive role in their health.*

At ConnectiCare we know that employees are the driver of any business. That's why employers have always wanted to provide them with the best health care coverage available. More recently, employers have realized that encouraging employees to take advantage of the programs, tools and services available through their plans is equally important. That's why we've introduced *ConnectiCare Touchpoints* – to help your employees easily find and utilize everything their ConnectiCare health plan offers so they can stay healthy and continue to drive the health of your business.

*ConnectiCare Touchpoints* is a comprehensive program of Health and Wellness tools, resources and services all designed to help your employees – those in good health as well as those with health conditions – take a proactive role in their health.

Your employees can access Touchpoints on our Web site at **[www.connecticare.com/touchpoints](http://www.connecticare.com/touchpoints)**. It's right at their fingertips – that's the key. Tools are just tools, sitting there on the shelf until people put them to work. When your employees use the tools you see here, when they get proactively involved in their health, that's when you'll start to see the improvements.

Do everything you can to encourage your employees to take full advantage of ***ConnectiCare Touchpoints***. We'll do everything we can to help. Together, we can work to improve the health of your employees and help control your health care costs.

## CONNECTICARE TOUCHPOINTS

*When your employees look to take an active role in their health, they will find that Touchpoints has the programs, tools, services and information that they're looking for.*

When your employees look to take an active role in their health, they will find that Touchpoints has the programs, tools, services and information that they're looking for. For their benefit, Touchpoints has been organized in the following categories to easily guide them on the path that best suits their health needs:

### **Take care of yourself**

#### ***Take stock and keep track***

Your employees can take their own Health Risk Assessment, establish and maintain their Personal Health Record and explore a range of preventive and health maintenance guidelines, information and tools at [www.connecticare.com/touchpoints](http://www.connecticare.com/touchpoints).

#### ***Make healthy choices***

On our Web site, your employees can find information and guidance on ways to improve their health status such as losing weight, quitting smoking and dealing with stress.

#### ***Watch for reminders***

Keeping track of preventive health immunizations and screenings is important for your employees' health. ConnectiCare assists your employees, and helps them keep on track with targeted communications – informational mailings, phone calls and reminder postcards.

### **Manage your condition**

ConnectiCare assists your employees who are dealing with chronic conditions through our comprehensive health management programs. These programs are specifically designed to help them manage conditions such as asthma, diabetes, and heart disease. Through Touchpoints your employees will also have access to programs designed to assist them with their hospital stay and other special health care needs.

### **Discover the discounts**

Through our Healthy Alternatives Program your employees will find discounts on products and services that enhance their well being – from alternative therapies and nutritional supplements to weight management programs and fitness centers.

*Mining the internet for health information is time-consuming unless your employees make Touchpoints their first step.*

## **Educate yourself**

### ***Information Resources & Tools***

It's amazing how much good information there is today about health and wellness. Mining the internet for health information is time-consuming unless your employees make Touchpoints their first step. Your employees will have access to online educational resources and tools like Daily Health News from WebMD® and Healthcare Advisor at **[www.connecticare.com/touchpoints](http://www.connecticare.com/touchpoints)**.

### ***Understand your benefits***

It's much easier for your employees to get the most out of their ConnectiCare health plan when they know exactly what options they have. Through their member account on **[www.connecticare.com](http://www.connecticare.com)**, your employees will be able to see all the coverage they are eligible for. They can access resources and tools such as Medical Benefits Summary, Prescription Drug Summary, and Treatment Cost Estimator.

### ***Find out about doctors and hospitals***

We provide your employees with the information they need, so they can choose the right doctor and the right hospital for the type of care they need. On our Web site, they can access resources like Hospital Safety Comparisons, Connecticut Hospital Quality, Physician Profiles and the Participating Provider Directory.

### ***Know your medicine***

Sometimes understanding prescriptions and coverage for them can be confusing. We give your employees the information and tools they need to help sort it out. Through our online Pharmacy Center they will find information on topics such as Mail Order Prescriptions, Generic Drugs, and Medication Safety.

## WELLNESS INITIATIVES

## *Wellness Initiatives – Helping your employees stay on top of their health*

*Our Healthy Alternatives Program provides your employees a wide range of sources to enhance their well being – from alternative therapies and nutritional supplements to weight management programs and fitness centers.*

### **Healthy Alternatives Program**

For many people, good health means more than a regular doctor's exam. ConnectiCare's Healthy Alternatives Program provides your employees a wide range of sources to enhance their well being – from alternative therapies and nutritional supplements to weight management programs and fitness centers. Through Healthy Alternatives your employees will find discounts on products and services that are up to 30% off the provider's usual and customary fee. (This is the fee that an individual provider most frequently charges for the specific product or service.) They can experience savings on the following types of programs and services:

- Fitness Centers
- Exercise/Movement/Fitness (including Yoga, Pilates, Qi Gong and Tai Chi)
- Massage/Body Work
- Relaxation/Mind-Body Techniques
- Nutritional Counseling
- Spa Services
- LASIK Eye Surgery
- Jazzercise®
- Weight Management
  - Jenny Craig®
  - NutriSystem®
  - Rob Nevins Program

### **Preventive Care**

When it comes to your employees' health, some things are beyond their control. But they can control necessary preventive care measures such as routine doctor's exams, immunizations and screenings.

Each year ConnectiCare's Health Promotion and Wellness (HPW) Department conducts a number of education programs that are designed to improve our members' health. The department has developed and maintained programs that promote preventive care in the following areas:

- Women's health
- Flu immunizations
- Depression screening and treatment
- Cancer screening
- Cholesterol screening
- Childhood immunizations
- Alcohol screening and treatment
- Postpartum depression screening

**2009 HEDIS® results show that ConnectiCare's preventive care programs ranked in the top 25% or better in most categories amongst over 400 health plans measured nationwide.**

These education programs are implemented by staff with years of experience in the fields of nursing, public health and mental/behavioral health. These health care professionals work right here in Farmington, Connecticut. Much of our outreach is focused on targeted communications to members. In 2008 over 94,000 informational mailings, phone calls and postcards were directed to ConnectiCare members to encourage appropriate and needed medical care.

In addition, many of our preventive care programs can be customized to meet employer needs. ConnectiCare will work directly with employers to conduct initiatives such as onsite mobile mammograms and flu clinics.

The strength and success of these programs are measured by both our HEDIS® (Health Plan Employer Data and Information Set) and individual HPW program results. HEDIS is published by the National Committee for Quality Assurance (NCQA). More than 90% of America's health plans use HEDIS to measure their performance on important dimensions of care and service.

**2009 HEDIS results show that ConnectiCare's preventive care programs ranked in the top 25% or better among over 400 health plans measured nationwide in the following categories:**

Measure	2009 HEDIS Results	Ranking
Childhood Immunizations	88.7%	Top 10%
Well Child Visits: 6 by age 15 mo.	82.8%	Top 25%
Well Child Visits: ages 3-6	84.7%	Top 10%
Well Child Visits: Adolescent	60.9%	Top 10%
Breast Cancer Screening	75.6%	Top 25%
Prenatal Care (1st trimester)	95.2%	Top 25%
Timely Postpartum Care	91.3%	Top 10%
Chlamydia Screening	50.3%	Top 25%
Colorectal Cancer Screening	67.9%	Top 10%

## WELLNESS INITIATIVES

*To encourage compliance with Breast Cancer, Cervical Cancer, and Chlamydia screening guidelines, ConnectiCare sends reminder and educational mailings to its female members.*

### **Breast Cancer Screening**

Breast cancer is the most common cancer among women in the United States, other than skin cancer. It is the second leading cause of cancer death in women, after lung cancer. While early detection will not prevent breast cancer, it can help find cancers when the likelihood of successful treatment is greatest.

ConnectiCare adopts the screening guidelines of the American College of Obstetricians and Gynecologists (ACOG), which recommend that women age 40 – 49 receive a mammogram every one to two years; and that women age 50+ receive one annually.

To encourage member compliance with this guideline, ConnectiCare sends a postcard to women ages 40 – 75 when they're due for their next mammogram. Women who haven't had a screening receive a more focused follow-up reminder. In addition, ConnectiCare sends physicians a list of patients who haven't had a mammogram so physicians can follow up as well.

### **Cervical Cancer Screening**

Cervical cancer is the easiest female cancer to prevent, with regular screening tests and follow-up. It is also highly curable when found and treated early.

ConnectiCare has adopted the ACOG guidelines for cervical cancer screening. We send members reminder cards and take the extra step to send physicians a list of their patients who haven't had a screening, so that they can remind their patients about the importance of getting a timely cervical cancer screening.

### **Chlamydia Screening**

Of all sexually transmitted infections in the United States, chlamydia is the most frequently reported—with 79% of cases involving women under age 25. ConnectiCare has developed a chlamydia awareness program to educate young women about the importance of screening for the infection. Chlamydia screening and treatment can preserve reproductive health for young women.

Women age 18 – 20 receive a brochure about the importance of healthy choices, preventive health visits and the need for chlamydia screening. Women age 21 – 25 receive a brochure about the incidence of chlamydia, along with guidelines, recommendations and information about treatment and prevention.

*Because of our increased efforts to promote Colorectal Cancer Screenings, nearly 68% of our members met the HEDIS® criteria, ranking this program in the top 10% of the health plans measured nationwide.*

### Postpartum Depression Screening

Approximately one out of ten mothers experiences postpartum depression following childbirth. ConnectiCare, in collaboration with our behavioral health administrator, OptumHealth® Behavioral Solutions (OHBS), has initiated a postpartum depression screening program. A cover letter, flyer and screening tool are sent to new mothers asking that they complete the screening tool and send it to OHBS. When the screening tool indicates that they may benefit from follow-up, new mothers receive a phone call from OHBS for further assessment. With this postpartum screening and follow-up, new mothers at risk will be identified and treated early.

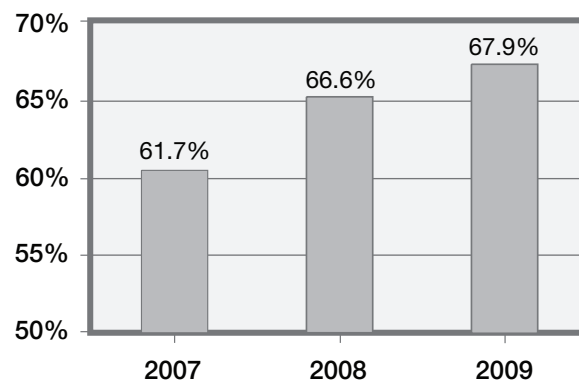
### Colorectal Cancer Screening

Colorectal cancer is the third-most-common type of cancer, and the second-leading cause of cancer deaths. ConnectiCare identifies members age 51 – 80 who have not been screened according to guidelines. We send these members a letter encouraging them to be screened, along with a brochure on colorectal cancer screening from the American Cancer Society.

In addition, physicians are sent lab requests for home testing for any of their patients with ConnectiCare coverage who have not had a claim submitted for colorectal cancer screening. Upon receipt of a physician-signed lab request, we send the member a screening kit so they can have the ease and convenience of completing the screening at home and returning the kit to the lab.

Because of our increased efforts to promote Colorectal Cancer Screenings, nearly 68% of our members met the HEDIS® criteria, ranking this program in the top 10% of the health plans measured nationwide in 2009.

**Colorectal Cancer Screening  
2009 HEDIS Results**



## WELLNESS INITIATIVES

*According to our 2009 HEDIS® results, nearly 88% of our child members were fully immunized by the age of two, ranking ConnectiCare amongst the top 10% of the health plans measured nationwide.*

### **Immunizations**

It goes without saying that our members must be protected from potentially serious disease. ConnectiCare continually seeks to maintain and improve our high immunization rates among all age groups: children, adolescents and adults.

According to our 2009 HEDIS® results, nearly 88% of our child members were fully immunized by the age of two, ranking ConnectiCare among the top 10% of the health plans measured nationwide.

### **Flu Immunization**

ConnectiCare has an aggressive seasonal flu immunization program. We coordinate with flu clinics throughout Connecticut and send flu shot reminders to high-risk members, encouraging them to get a seasonal flu shot.

ConnectiCare also works with mid- and large-size employer groups to offer worksite seasonal flu clinics.

*Since the most productive employees are healthy employees, one of our top goals is to help employers strengthen their workforces by keeping their employees well.*

### Worksite Wellness Programs

Productivity, profitability and efficiency are the three top goals of our employer groups. Since a healthy employee population is likely to be more productive, one of our top goals is to help employers strengthen their workforces by keeping their employees well. ConnectiCare believes that the responsibility for personal wellness and self-care should start with the employee and with partners who support their path to wellness.

A key way ConnectiCare fulfills this partnership role is through our Worksite Wellness Programs, which are free to large, fully insured employer groups and available to smaller groups for a fee. Offered when and where employees work, these programs are designed to impact lifestyle behaviors to:

- reduce the use of health care
- reduce absenteeism
- increase productivity

### What's the Return?

A review of 72 different studies<sup>1</sup> found that for every dollar spent on health promotion programs, employers saved:

- \$3.14 in health care costs
- \$5.82 in absenteeism costs

Worksite wellness programs have proven their effectiveness for a number of organizations. In his book, **Proof Positive: An Analysis of the Cost-Effectiveness of Wellness**, author Larry S. Chapman reviewed 42 worksite health promotion and wellness programs covering more than 370,000 participants. He found that these programs can:

- Reduce sick leave by 27.8%
- Reduce health care costs by 28.7%
- Reduce disability costs by 33.5%
- Reduce workers comp costs by 33.5%

#### Sources:

<sup>1</sup> Aldana, Steven G.; "Financial Impact of Health Promotion Programs: A Comprehensive Review of the Literature," *American Journal of Health Promotion*, May/June 2001, Vol. 15, No. 5.

## WELLNESS INITIATIVES

***In 2008, our Worksite Wellness Program reached 7,408 employees at more than 300 company locations.***

"Wellness at Work" brings the latest health information from registered dietitians, nurses or exercise physiologists directly to employees along with proven ways to break away from harmful habits and patterns. With your help, we can promote our low- or no-cost, on-site wellness programs designed to improve the health and lives of all the members we serve. Our Worksite Wellness offerings include the following:

- **Asthma Education** – All employees receive information to help manage their asthma appropriately. Our educational session covers early warning signs of asthma, current asthma medications, trigger/allergy avoidance, and asthma management.
- **Informational Lunch Series** – Employees learn more about current health topics, such as heart-healthy nutrition, women's health issues, the effect of stress on eating habits, back care and more. Each year we add to the varied list of programs available for you and your employees at convenient times—and not just during lunch.
- **Nutrition/Weight Management** – This program explores the skills needed for meal planning, shopping, food preparation, label reading and understanding the nutritional value in foods. Weight loss strategies, such as behavior modification and exercise, are presented through a carefully planned series of classroom sessions.
- **Smoking Cessation** – Smokers learn how to quit with gradual nicotine reduction and techniques for changing behavior. This program also can be modified for nicotine "patch" users.
- **Healthy Fitness** – We teach employees how to design, implement and evaluate a personalized exercise program, emphasizing fitness fundamentals, injury prevention and motivation.
- **Prenatal Education** – Employees learn how to prepare for and experience a healthy pregnancy. Topics include: nutrition and exercise, preventing pregnancy complications, coping with stress, normal growth and development and what to expect during pregnancy.
- **Health Screenings** – Employees' blood pressure is measured, postural screening is performed and body-fat analysis is conducted.

**Supporting Employers with Reward and Incentive Programs**

A growing number of large employer groups are looking to implement their own “incentive and reward program” to encourage their employees to monitor and improve their health. ConnectiCare offers comprehensive services to help large employers develop, implement and administer their program and measure its effectiveness. For more information, please contact your ConnectiCare Sales Representative or Account Manager.

**Another Successful Year**

Through mutual collaboration on Worksite Wellness, ConnectiCare has helped new and long-tenured employer customers encourage healthy lifestyles. In 2008, our Worksite Wellness Program reached 7,408 employees at more than 300 company locations. Employees have taken advantage of these programs throughout the workday, including second and third shifts.

By some estimates, negative lifestyle habits, such as smoking, inactivity and obesity, account for more than half of employers’ health care costs. ConnectiCare’s Worksite Wellness Program is committed to bringing the latest health information directly to employees, along with proven ways to support and develop healthier lifestyle habits. In doing so, we continue to support our employer customers in controlling health care costs and keeping their companies well.

## HEALTH MANAGEMENT PROGRAMS

### *Health Management Programs – Helping your employees who are living with illness*

Many ConnectiCare members have medical conditions that require ongoing attention and management. Health management is a means of coordinating health care and helping these members understand and participate more confidently in the management of their condition.

Our health management programs focus on each of the following: asthma, chronic obstructive pulmonary disease (COPD), diabetes, congestive heart failure (CHF) and coronary artery disease (CAD). The primary goals of health management programs are to:

- Reduce overall medical expense
- Improve the process and outcome of care
- Improve a member's quality of life
- Increase member, provider and employer satisfaction

A primary component of all health management programs is member intervention. Members in high-risk groups are offered support from a ConnectiCare registered nurse case manager, located right here in Farmington, Connecticut, who specializes in their condition. In addition, enrolled members receive informational postcards and educational mailings.

Practitioner interventions are another important component. Primary care physicians and specialists receive nationally recognized treatment guidelines and periodic patient reports.

Our health management programs are:

- **BREATHE-Asthma** – established in 1996 for adults and children with asthma
- **BREATHE-COPD** – established in 2006 for adults with chronic obstructive pulmonary disease (COPD)
- **DiabetiCare** – established in 1998 for adults with diabetes
- **HeartCare-CHF** – established in 1996 for adults with congestive heart failure (CHF)
- **HeartCare-CAD** – established in 2002 for adults with coronary artery disease (CAD)

**HEALTH MANAGEMENT PROGRAMS**

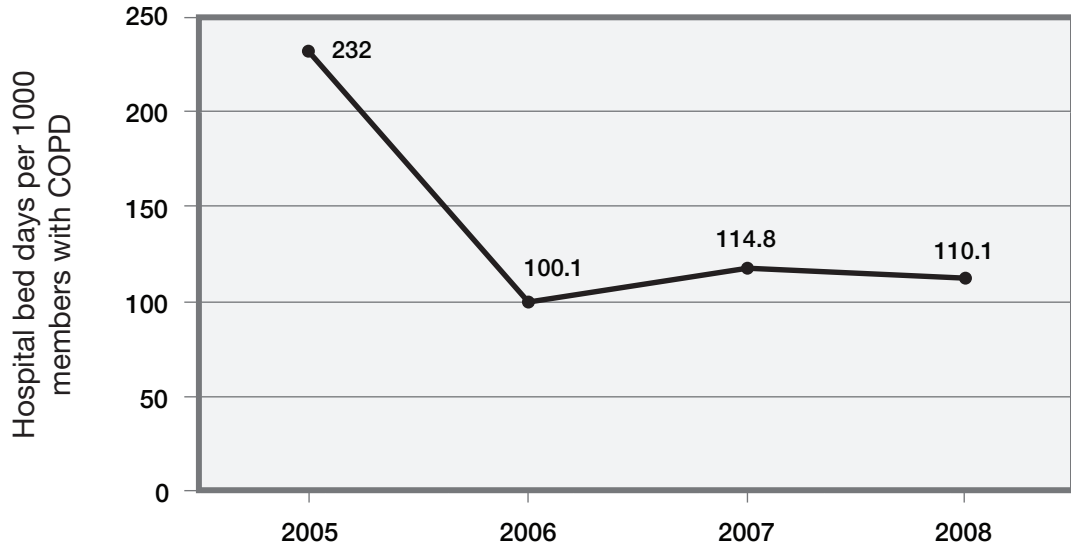
**Breathe**

***COPD – Related Bed Days***

Our newest Health Management Program, BREATHE-COPD, is for our members who have chronic obstructive pulmonary disease (COPD), including emphysema and chronic bronchitis. The BREATHE-COPD program has shown positive results, marked by a 53% decrease in hospital bed days for our members with COPD since 2005.

*Since 2005, the rate of COPD-related hospital bed days has dropped 53% – from 232 days per thousand members with COPD to 110.1 days.*

**COPD - related hospital bed days among members with COPD  
2005 – 2008**



**HEALTH MANAGEMENT PROGRAMS**

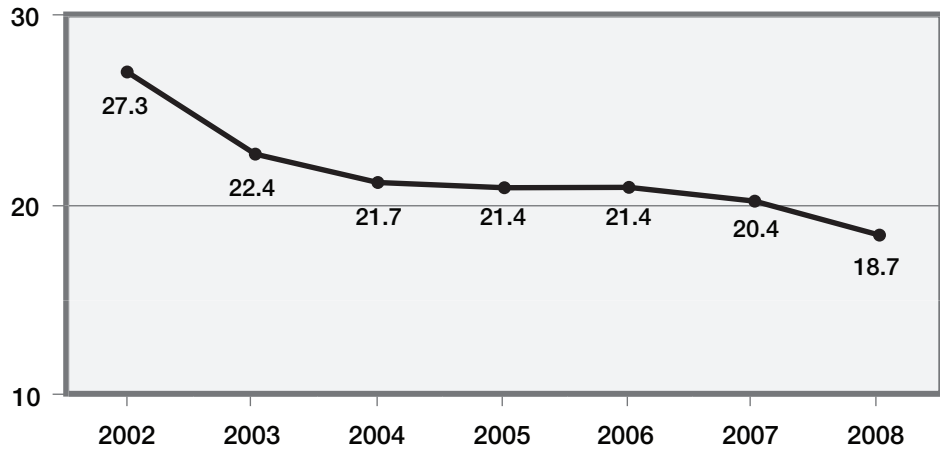
**DiabetiCare**

***Hemoglobin A1c Levels***

Our members with diabetes need to know their Hemoglobin A1c levels to successfully manage their condition. DiabetiCare, our program for adults with diabetes, is helping members keep these levels in control. The percent of members with diabetes whose Hemoglobin A1c levels are out of control has steadily dropped—from 27.3 % of members in 2002 to 18.7 % of members in 2008.

*The percent of ConnectiCare members with diabetes with poor Hemoglobin A1c levels has steadily dropped – from 27.3% of members in 2002 to 18.7% of members in 2008.*

**Percent of members with diabetes with poor Hemoglobin A1c control  
2002 – 2008**



## INTRODUCTION

# *The health of your employees directly impacts the financial health of your company.*

Health care costs in the United States continue to climb every year. It's just a question of how much. A look at the past 10 years shows just how dramatic the increase has been. In 2008 employer-provided health insurance premiums for a family plan averaged \$12,680, compared to \$4,247 in 1999.<sup>1</sup>

There are a number of reasons for rising costs, but two stand out in particular:

- Increased demand for medical services
- Increased incidence of certain chronic conditions

How bad is the situation? Consider four conditions currently in the news, and their economic burden on the health care system:

<b>Condition</b>	<b>Cost to Health Care System</b>
Diabetes	\$174 billion
Obesity	\$75 billion
Heart disease	\$448 billion
Asthma	\$20 billion
<b>Total</b>	<b>\$717 billion</b>

- More than 23.6 million Americans have diabetes.<sup>2</sup>
- In 2005-06, more than 34% of adults aged 20 years or older were obese, and 17% of children and adolescents 2-19 years of age were overweight.<sup>2</sup>
- More than 80 million Americans currently live with a cardiovascular disease.<sup>2</sup>
- An estimated 34.1 million Americans have been diagnosed with asthma in their lifetime by a health professional.<sup>3</sup>

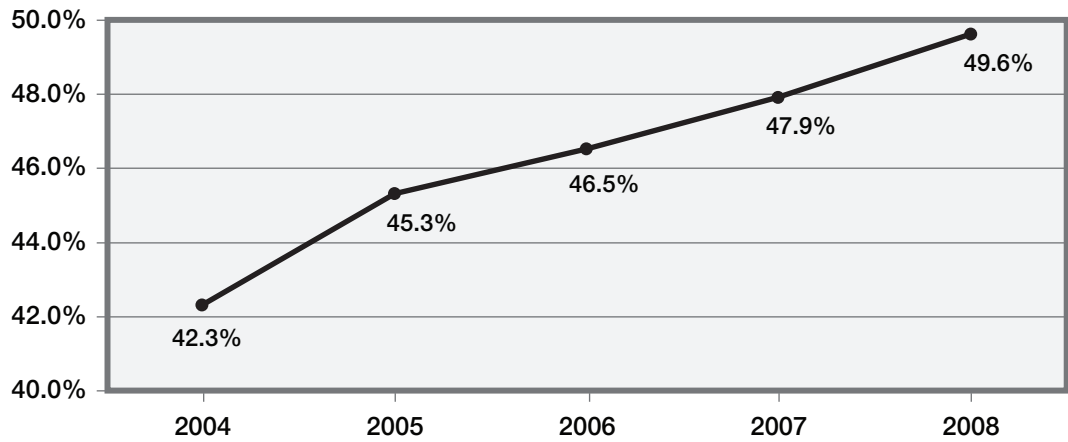
**DiabetiCare**

***LDL Cholesterol Control***

According to ConnectiCare's 2009 HEDIS® results, DiabetiCare is also helping members take better control of their LDL cholesterol levels. The percent of members with diabetes who have levels less than 100 mg/dl has improved from 42.3 % in 2004 to 49.6 % in 2008. This is important because diabetes is a major risk factor for heart disease.

*The percent of ConnectiCare members with diabetes who have good LDL cholesterol levels (less than 100 mg/dl) has improved from 42.3% in 2004 to 49.6% in 2008.*

**Percent of members with diabetes with good LDL cholesterol levels (less than 100), 2004 – 2008**



**HEALTH MANAGEMENT PROGRAMS**

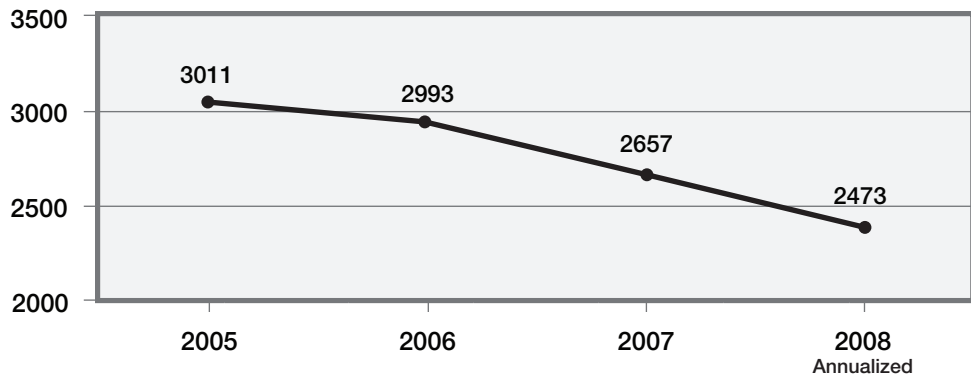
**HeartCare**

***Heart Failure-Related Hospital Admissions***

Our HeartCare Program provides our members with congestive heart failure (CHF) the education and support they need to assist them with making the necessary lifestyle modifications to lower their risk of cardiac events. This program has shown positive results with the number of all-cause hospital bed days for members with CHF dropping 18% since 2005. (“All-cause” hospital bed days may have any cause including, but not limited to, the member’s heart failure condition.)

*Our HeartCare – Heart Failure Program has shown positive results with the number of all-cause hospital bed days for members with congestive heart failure (CHF) dropping 18% since 2005.*

**All - Cause Hospital Bed Days  
Among Members with Heart Failure  
2005 – 2008**



*The positive impact of our HeartCare CAD (coronary artery disease) program is shown by our HEDIS® results that indicate a steady increase in the number of ConnectiCare members with CAD who receive cholesterol screening.*

**HeartCare for Coronary Artery Disease (CAD)**

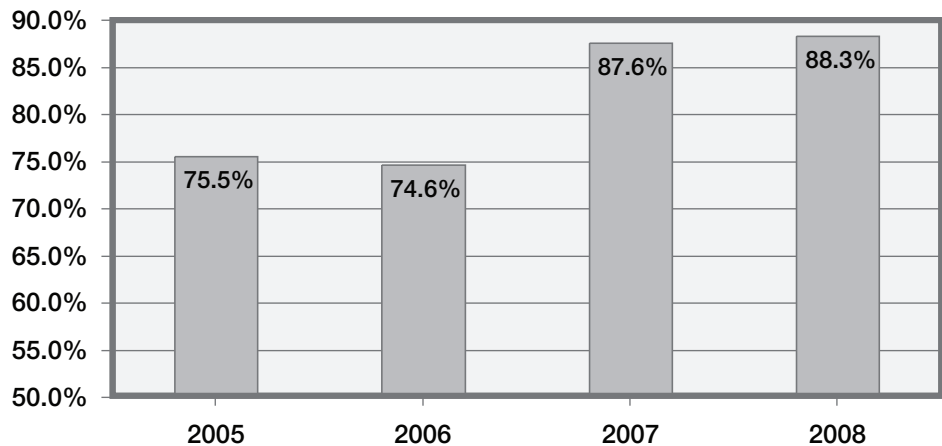
***LDL Cholesterol Management***

Our HeartCare CAD Program addresses the needs of ConnectiCare members with coronary artery disease (CAD). Obtaining an LDL screening and maintaining an LDL result of less than 100 are important steps to take when diagnosed with a cardiovascular disease.

ConnectiCare sends reminders to members and their physicians when it appears as though an LDL test has not been done in the past 12-months. In addition, if an at-risk member has an LDL of greater than 100, a letter is sent to stress the importance of a lowered LDL.

The positive impact of our HeartCare CAD program is shown by our HEDIS® results that indicate a steady increase in the number of ConnectiCare members with CAD who receive cholesterol screening.

**Cholesterol Screening Rates  
Among Members with CAD**



## HEALTH MANAGEMENT PROGRAMS

*We believe that providing an opportunity to learn more about depression and its treatment will increase member understanding of the disease, and compliance with prescribed treatment.*

### **Behavioral Health**

Case managers at ConnectiCare routinely screen members with diabetes, chronic obstructive pulmonary disease (COPD), congestive heart failure (CHF) and cardiac disease for depression. Members who respond positively to a simple screening are encouraged to arrange for a more thorough evaluation with their physicians.

Over the past several years ConnectiCare has also developed an **Antidepressant Medication Management (ADMM)** initiative to educate our members who've recently been prescribed an antidepressant. Due to privacy concerns and the sensitivity of depression diagnosis and treatment, members are not enrolled into the program without physician approval. After physician approval, the member receives the first of six mailings related to depression.

We believe that providing an opportunity to learn more about depression and its treatment will increase member understanding of the disease, and compliance with prescribed treatment.

Our HEDIS® results show continued success with this program. In 2009, ConnectiCare ranked in the top 25% of health plans nationwide for the percent of members who stayed on their prescribed antidepressant medication for at least six months.

## *New Programs in 2009*

### **QuitCare**

Effective April 1, 2009, smoking cessation coaching became available to all members in all health management programs regardless of risk. Previously coaching was only offered to our members with chronic obstructive pulmonary disease (COPD). QuitCare participants receive phone support from a “Quit Coach” and educational materials in the mail. They also receive coverage for nicotine replacement therapy (NRT) as long as they continue with quit coaching and have ConnectiCare pharmacy benefits.

### **Cancer Support Program**

Our Care Management Programs help members manage special health care needs. The newest addition is the Cancer Support Program.

#### ***Support from the Earliest Stages of Cancer***

When someone is diagnosed with cancer, they have questions and need to make difficult decisions. Our Cancer Support Program provides members with a single source of personal support from an experienced cancer nurse. The nurse works with members and their loved ones as long as they have needs regarding cancer. The program addresses all kinds of cancer from the earliest stages, and is available at no additional cost.

In addition to helping our members cope with the emotional side of cancer, the nurse can provide information about treatment options, answer questions, or guide members to a provider in their local community or within the OptumHealth® Cancer Centers of Excellence network. OptumHealth performs cancer-support services on behalf of ConnectiCare. The Cancer Centers of Excellence are nationally respected facilities chosen because of their quality results.

Each center features:

- Specialized teams of clinicians with extensive experience in cancer diagnosis and treatment, including complex and rare cancers;
- Second-opinion services to confirm a diagnosis or recommended treatment; and
- Experience performing a large number of cancer surgeries and other complex treatments and procedures.

**READMISSION AVOIDANCE PROGRAM**

## *Readmission Avoidance Program – Helping your employees recover from their hospital stay*

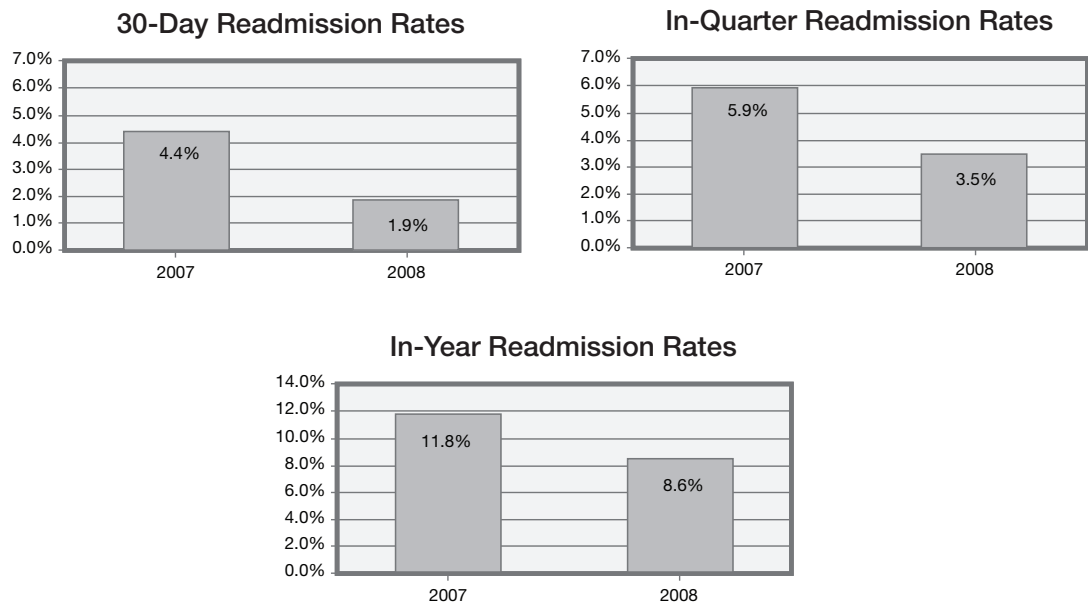
*Our strategy is to reduce hospital readmissions by encouraging patients to obtain appropriate follow-up care after discharge, so that the gains they made during hospitalization are not lost.*

More than 13,000 ConnectiCare members are admitted to hospitals and other facilities each year. Our Readmission Avoidance Program is designed to reduce the rate of unscheduled inpatient readmissions through:

- Timely identification and referral of high-risk members when they are discharged from the hospital;
- Timely transfer of relevant discharge information to appropriate ConnectiCare case managers;
- Timely outreach by our case managers, who do focused telephonic assessment of the member’s post-discharge status, and perform follow-up as indicated.

Our strategy is to reduce hospital readmissions by encouraging patients to obtain appropriate follow-up care after discharge, so that the gains they made during hospitalization are not lost.

**HEDIS® Measures of Program Success:**



## Pharmacy Quality Initiatives

The mission of our Pharmacy Quality Improvement Team is to encourage appropriate use of pharmacy services and to improve patient safety. The team also develops programs to help practitioners and providers improve their practice with regard to medication management.

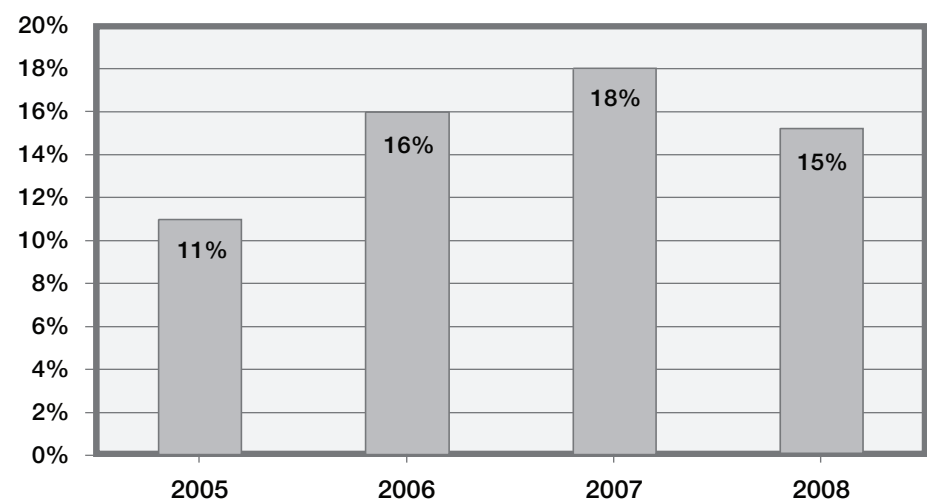
### Treating Heart Disorders

Over the last few decades a drug class known as ACE Inhibitors (Angiotensin-Converting Enzyme) has become increasingly important in treating heart disorders and diabetes. They have become standards of care for patients with high blood pressure and heart failure, and recent studies suggest their use should be expanded to most patients with heart disease and diabetes.

ACE Inhibitors share many common characteristics with another class of cardiovascular drugs called ARB (Angiotensin II Receptor Blocker), which are often used when patients are intolerant of the adverse effects produced by ACE Inhibitors.

We are pleased to report that the majority of our members who would benefit from an ACE Inhibitor or ARB are filling their prescriptions. ConnectiCare sends a letter to the small percentage of our members who may benefit from an ACE Inhibitor or ARB but, according to our claim data, have not filled a prescription. This initiative continues to be successful in encouraging them to do so.

**Percentage of Members Who Filled a Prescription  
for an ACE Inhibitor or ARB after  
Receiving a Letter from ConnectiCare**



### Asthma Initiative

It's well documented that regular use of asthma-control drugs can lead to better asthma management and a reduction in asthma flair-ups. In conjunction with our BREATHE program for adults and children with asthma, ConnectiCare sends educational material to selected members or their parents promoting appropriate preventive drug utilization for moderate to severe asthma.

### Lipid Initiative

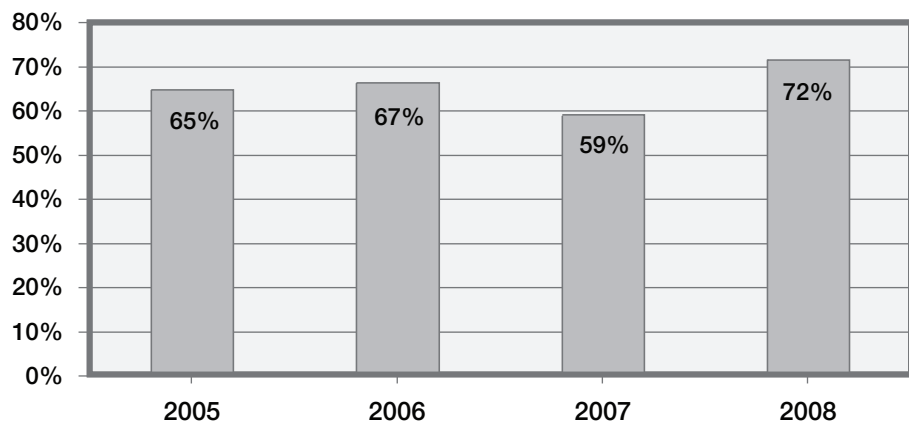
There's little doubt that lowering cholesterol improves heart health. And, there are many drugs available that can help lower LDL ("bad") cholesterol levels and reduce the risk of heart attack when combined with diet and exercise. ConnectiCare conducts an educational initiative each year to members with diabetes and/or coronary artery disease. We encourage these members to know their LDL number, and to speak with their doctor about whether medication therapy for lowering their LDL level is appropriate.

Each of the past six years has produced positive outcomes as measured by the members contacted through this initiative who received LDL screenings and initiated medication therapy.

### Drug Safety in the Elderly

ConnectiCare sends letters to members over age 60 who are on drugs generally considered inappropriate for the elderly. We ask these members to speak with their physician about alternative medications that may be more suitable for them than the identified medication they are currently taking. This initiative has produced positive outcomes as the figure below illustrates.

**Percentage of Contacted Members Who Discontinued Use of Inappropriate "Drugs of Concern"**



*In this report you have seen how we are improving the health of our members through our wellness initiatives and health management programs. We are committed to continuously improving these programs so that their success will continue to drive positive results for you, our valued customer.*

*For more information on the programs in this report, contact your ConnectiCare Sales Representative or Account Manager, or visit our Web site at [www.connecticare.com/touchpoints](http://www.connecticare.com/touchpoints).*



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You know us by .

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