

About the Panelists

Kristyn M.W. Mullin Director, Benefits, Allina Hospitals & Clinics

Allina Hospitals & Clinics is a not-for-profit family of hospitals, clinics and other care services dedicated to meeting the lifelong health care needs of communities throughout Minnesota and western Wisconsin. Allina employs more than 23,000 employees, of which 80% are female and 46% are union.

Kristyn M.W. Mullin is the Director of Benefits at Allina. In this role, she is responsible for strategy, design and administration of the benefit programs. Kristyn is a graduate of the University of Iowa, College of Law. She began her legal career at Dorsey & Whitney as a litigator and then transitioned her focus to employee benefits. While in private practice, she became an expert in ERISA, COBRA, HIPAA and tax issues relating to welfare plans and other qualified employee benefit plans. In 2004, Kristyn became the in-house benefits attorney for Allina where she broadened her expertise to include retirement plans and non-qualified plans for non-profit organizations. In 2006, Kristyn transitioned to her current role in Human Resources where she has been working with senior leadership to transform the company's benefit programs.

The challenges

- Illness burden is 22% higher than the aggregate, which contributes to the average premium being between \$3,000 and \$5,000 per employee per year higher than the industry comparison group (depending on the employee group)
- 2008 Wellness Assessment data indicated approximately 26% of respondents are at "High Risk Pre-diagnosis" for developing heart disease or diabetes in the next 2 ½ years
- Low employee engagement in controlling the increasing cost of health care benefits
- Large union population and an employee base spread over multiple sites

The solution

- Established a strategy with defined objectives, tactics and measurements
- Promoted consumerism with deductibles and coinsurance
- Offered an employee incentive for health assessment and health coaching completion
- Created a consistent employee benefit brand, cohesive messaging and a year-round communications plan

The results

- Participation rates in the wellness assessment projected to reach 60% this year
- 2009 Medical Plan spend was over 9% lower than anticipated
- Plan designs generated increased utilization of generic medications and Allina facilities

Advice for other employers

- When developing a strategy, define success and how it will be measured
- Know your population; engage employees in building programs
- Reduce barriers by keeping programs simple
- Select a third-party vendor that has the capabilities to support your vision so that administration goes smoothly
- Develop a strong communications plan; use leaders and managers to reinforce key messages

Danielle Thorvilson Benefits/HRIS Manager, Polaris Industries Inc.

With annual 2008 sales of \$1.9 Billion, Polaris designs, engineers, manufactures and markets off road vehicles including: all-terrain vehicles (ATVs), the Polaris RANGER, snowmobiles, and Victory motorcycles for recreational and utility use. At Polaris, making great products is not just a job; it is a way of life.

Danielle Thorvilson is the Benefits/HRIS Manager at Polaris. Since joining the company in 2003, Danielle has been involved in many areas of Human Resources. Danielle is currently responsible for establishing the goals and objectives of the benefits/HRIS team, managing performance to ensure expectations and goals are met and leading the planning and execution of all Polaris benefit programs and HR systems. Danielle has her Master of Arts degree in Human Resources and Industrial Relations from the University of Minnesota, Carlson School of Management.

The challenge

- Unsustainable double-digit cost increases
- An aging workforce with high prevalence of tobacco use, obesity, and diabetes risk factors
- Engaging employees in multiple locations with limited online access

The solution

- Implemented Healthy Benefits, which offers better benefits for those who complete a health assessment and wellness program
- Encouraged healthy behaviors at the worksite with a "Wellness Bucks" rewards program
- Developed a health care steering committee with key representatives from each site that then communicated and explained decisions to the employees at their site
- Charged a higher premium for those who use tobacco and promoted consumerism by offering only deductible plans

The results

- Increased employee awareness about the cost of health care and how behaviors (healthy or unhealthy) affect that cost

The results (continued)

- Participation rate in Healthy Benefits jumped from 15% in 2008 to 60% in 2009 with the introduction of a benefit differential
- Health care costs increased less than industry average for the last six out of seven years.

Advice for other employers

- Get leadership and influencers at each site engaged in health care and wellness initiatives
- Build case for changes through communications, reinforce key messages early and consistently
- Know your audience, and make sure outside vendors adapt their messages to your culture
- Focus on wellness and prevention as long-term, sustainable ways to reduce health care costs

Nathan Moracco Director, Employee Insurance Division, State of Minnesota

The mission of Minnesota Management and Budget is to increase state government's capacity to manage and utilize financial, human, information and analytical resources in order to provide exceptional service and value for Minnesota's citizens. The State of Minnesota employs nearly 53,000 benefit-eligible employees.

As the Director of the Employee Insurance Division, Nathan Moracco manages the health benefits programs for both state and local government employees in Minnesota. For more than six years he's been managing all aspects of employee benefits and leading union bargaining negotiations. Nathan has also been very active in the Buyers Health Action Group and many other health care associations.

The challenge

- Getting the most value out of health care expenses through appropriate use
- Engaging employees in controlling the rising costs of health care
- Large union population and employees in multiple locations

The solution

- Promoting consumerism with a custom four-tiered network based on total cost of care
- Supporting informed decision making with Advantage Health Advisors
- Encouraging healthy behaviors with a copay differential based on health assessment completion and agreement to a phone coach call for those at-risk
- Improve health outcomes by offering standard and specialty disease management services

The results

- Achieved a lower-than-average trend
- Steered over 85 percent of membership into cost level one or two providers
- 69% participation in a health assessment

Advice for other employers

- Create a plan design that drives members to low-cost, high-quality providers
- Provide your entire population with tools and resources that support consumerism and a healthy lifestyle



Schedule

10:30 a.m. Registration and displays

11:30 a.m. Lunch

12:00 p.m. Welcome and Program

Helen Darling

President, National Business Group on Health

Mary Brainerd

President & Chief Executive Officer, HealthPartners

1:00 p.m. Questions for Helen Darling and Mary Brainerd

1:20 p.m. Employer Panel

Moderator: Kathy Cooney

Executive Vice President & Chief

Administrative Officer, HealthPartners

Panelists: Kristyn M.W. Mullin, Director,

Benefits, Allina Hospitals & Clinics

Danielle Thorvilson, Benefits/HRIS

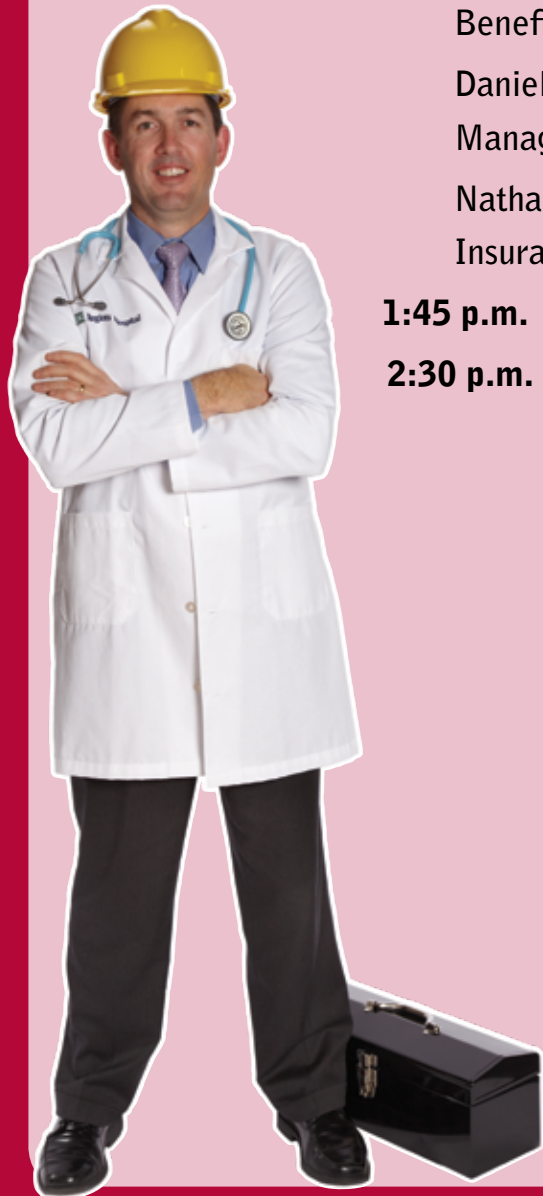
Manager, Polaris Industries, Inc.

Nathan Moracco, Director, Employee

Insurance Division, State of Minnesota

1:45 p.m. Questions for the panel

**2:30 p.m. Prize drawing winners and
program close**



Keynote Speaker



**Helen Darling, President,
National Business Group on Health (NBGH)**

The NBGH is a national non-profit, membership organization devoted exclusively to providing practical solutions to its employer-members' most important health care problems and representing large employers' perspective on national health policy issues. Its 280 plus members, including 59 of the Fortune

100 in 2009, purchase health and disability benefits for over 50 million employees, retirees and dependents.

Previously, she directed the purchasing of health benefits and disability at Xerox Corporation for 55,000 U.S. employees. Darling was a Principal at William W. Mercer and Practice Leader at Watson Wyatt. Earlier in her career, Darling was an advisor to Senator David Durenberger, on the Health Subcommittee of the Senate Finance Committee. She directed three studies at the Institute of Medicine of the National Academy of Sciences. Darling received a Master's degree in Demography/Sociology and a Bachelor's of Science degree in History/English, cum laude, from the University of Memphis.



**Mary Brainerd, President & Chief Executive Officer,
HealthPartners**

Mary Brainerd is President and Chief Executive Officer for HealthPartners. Under Mary's leadership, HealthPartners has experienced record growth and is often recognized as a national leader in the health care industry. With more than 10,000 employees, HealthPartners includes a care delivery system with

more than 700 physicians at more than 40 clinics, three hospitals, a large dental practice and a health plan that serves about 1.2 million members. The health plan has been the top-ranked commercial health plan in Minnesota for five consecutive years and ranked in the top 50 health plans in the country by *U.S. News & World Reports/NCQA*. Mary holds a Master's degree in business administration from the University of St. Thomas and a Bachelor of Arts degree from the University of Minnesota.

Moderator

**Kathy Cooney, Executive Vice President & Chief Administrative Officer,
HealthPartners**

Kathy Cooney is Executive Vice President and Chief Administrative Officer for HealthPartners. She is responsible for areas related to information services and technology, human resources, dental administration, finance, actuarial/underwriting, health plan operations and government programs.

Kathy came to HealthPartners in 1986 from Ernst and Whinney (now Ernst and Young), where she served as a Management Consultant specializing in health care strategies. Kathy received her nursing degree from Northern Illinois University and a Master's Degree in Business Administration from Northwestern University. Currently, Kathy also serves as President of the Board of Trustees of for the College of St. Benedict and is a Director on the Board for Western National Life Insurance.

The HealthPartners family of health plans are underwritten and administered by HealthPartners, inc., Group Health, HealthPartners Insurance Company or HealthPartners Administrators, inc. Fully insured Wisconsin plans are underwritten by HealthPartners Insurance Company.
© 2010 HealthPartners 620052 (2/10)

**2010 HealthPartners
Purchaser Symposium**



***Extreme Makeover:*
Health Care Edition**

 **HealthPartners®**