

HealthPartners Annual Report 2010

INNOVATIONS
IN HEALTH





Mission

Our mission is to improve the health of our members, our patients and the community.

Vision

Through our innovative solutions that improve health and offer a consistently exceptional experience at an affordable cost, we will transform health care. We will be the best and most trusted partner in health care, health promotion and health plan services in the country.

Values

Our values reflect HealthPartners at its best. They guide our actions each day as we strive to achieve our mission and vision.

- Passion
- Teamwork
- Integrity
- Respect

PARTNERS

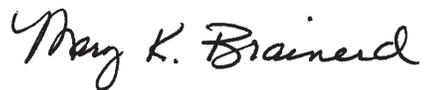
Since our start more than 50 years ago,

HealthPartners has been working to improve health and build a health care system that delivers quality care and great experience at an affordable cost. The people in the communities we serve expect and deserve our commitment to these important issues. I'm proud to say we are making a difference.

In 2010, we created new solutions to improve health. Through innovation and use of technology, we have been able to make health care more convenient to fit our members' busy lifestyles. Through research and pilot programs, we have developed proven approaches that improve the physical and mental health of our members, patients and the community.

We know that making health care more affordable in the future requires investing in disease prevention and wellness now. And that's exactly what we're doing. From preventive screenings to educational programs and virtual coaches who provide you with the tools to develop a healthier lifestyle, we offer many solutions to help you get and stay healthy.

There is no doubt among our team of 10,500 employees that the work we do is the most important kind there is. No matter where you are in life and health, we are your partner.



Mary Brainerd
HealthPartners President and CEO



► Finding ways to better serve you

At HealthPartners, we're committed to improving the health of our members, patients and community. Feedback from you has helped us create and develop innovative solutions that improve health and offer a consistently exceptional experience at an affordable cost.

Get a cure for what ails you – without leaving home.

You told us you're busier than ever, and an unexpected visit to the doctor's office can disrupt your entire day. To help minimize time away from work or a few hours of lost sleep in the middle of the night, we launched *virtuwell*, a web-based care service in October. The online diagnosis and treatment service offers users a quick online exam for more than 30 common illnesses including the flu, sinus infections and pink eye.

At \$40 or less for a visit, *virtuwell* is affordable and available 24/7 to any one in Minnesota or Wisconsin. *Virtuwell* is one more way HealthPartners is making healthy simple for consumers.



"When I went into work on Monday, I told the other teachers that I found the greatest thing in the world."
–Jenny Essen



Care coordination/payment reform

This year our own medical group and health plan created a partnership with Allina Hospitals and Clinics known as the Northwest Metro Alliance.

The Northwest Metro Alliance is a long-term partnership that targets better care coordination for the more than 300,000 patients in the northwestern suburbs receiving care from our two organizations. By working together, we're able to optimize available network and specialty services and prevent duplication of capital or other resources for patient care needs. We jointly develop best practices and contracting models, share technology, standardize data collection and performance measurements which allow us to improve outcomes, lower costs and more importantly improve health for our members and patients.

Jenny tried virtuwell after enduring a long weekend of sinus pain. Initially she played around with the site and thought it was pretty cool but didn't finish the interview since she was hesitant about getting medical advice from an online source. After wondering if she'd be able to make it to work on Monday, Jenny logged on again and this time, completed the process. An e-mail arrived shortly saying a prescription was being called in to her pharmacy. It was 5:30 p.m. and the pharmacy closed at 6. Jenny thought there was no way it would be ready in time. Ten minutes later, she called the pharmacy to find out they had already filled the prescription. Jenny got in her car and made it just in time.

"Nobody has time to go to the doctor anymore," Jenny says. "I know myself well enough to know when I'm sick and what I need. Virtuwell was perfect for me."



ATTENTIONS



Health assessment as part of the doctor's visit

HealthPartners is piloting a project at one of its newest locations, Cottage Grove, to extend health and wellness beyond the clinic. Providers partner with our patients on lifestyle factors to prevent disease and promote health. Patients take an online health assessment which is discussed at their next preventive appointment. Then patients receive resources to help them lose weight, exercise more, quit smoking or assess drinking. The health assessment is part of an effort by HealthPartners to provide additional health and wellness resources to patients and members outside of the doctor's office.



Healthy lifestyles – live longer and save money

Studies by HealthPartners Research Foundation show that the incidence of chronic disease and other health issues can be significantly reduced by four behavior changes. Individuals can live an average of 14 more years by:

- › Not smoking
- › Eating five fruits/veggies each day
- › Avoiding risky drinking and
- › Getting 30 minutes of exercise daily

In addition, these four behaviors could impact 25 percent of health care spending. When you consider that health care costs are expected to top \$4.5 trillion by 2019, these lifestyle choices take on even greater significance.

We know making changes isn't easy; in fact, less than ten percent of our members meet the four criteria. So to support your personal health goals, we enhanced our suite of wellness programs and services to better serve you.

Adults aren't the only members we're focused on. Childhood obesity is an epidemic, and we want kids to grow up to be healthy adults. We've partnered with the YMCA to sponsor the Physical, Healthy and Driven program to teach kids fun, high-energy activities that focus on heart health, nutrition and exercise.

HealthPartners Medical Group is also piloting a six-month Families In It Together pediatric obesity program to help overweight children and their families. Developed by our own doctors, FIIT connects families with pediatricians and dieticians from HealthPartners. Resources include medical nutrition therapy and regular monitoring so parents have a support system to help their children lose weight and improve habits at home.



▶ Connecting with you through technology

It seems like just about everyone these days has a cell or smart phone device. Thanks to ever-changing technology, products and services are just a click or phone call away. We think it's a great way to better support and connect with our members and patients who are constantly on the go. HealthPartners has rolled out a number of tech-related, member-focused initiatives this past year.

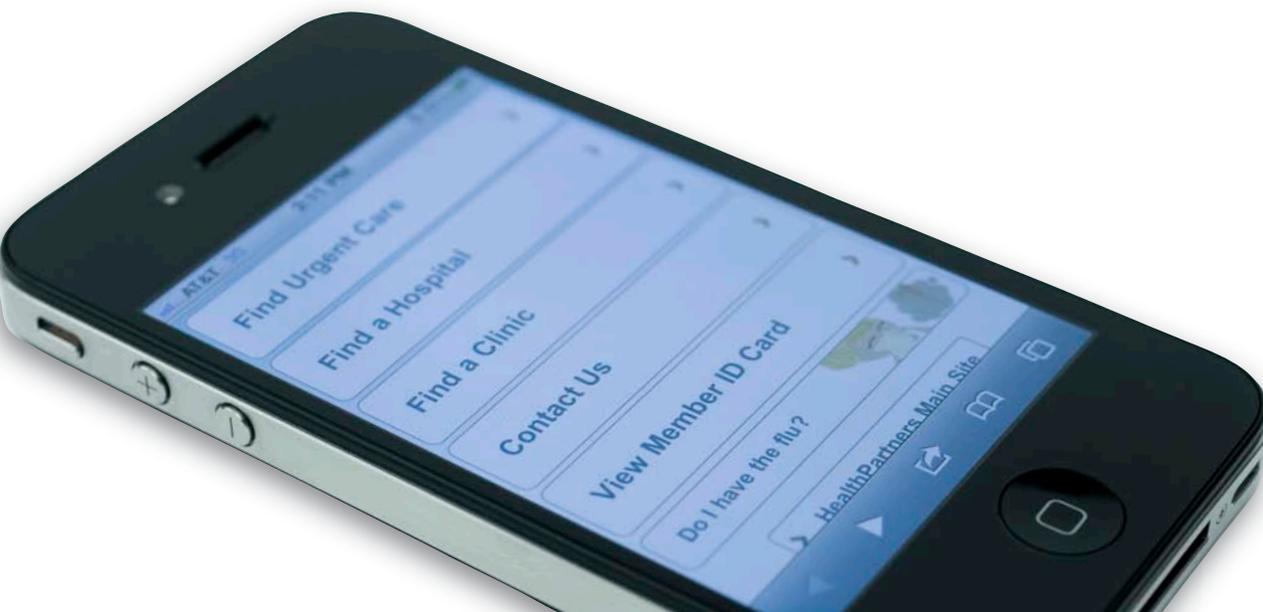
Health & Wellness web resources

We're committed to providing the support our members need to be healthy – whether online or in the exam room. As part of that promise, the HealthPartners.com website got a makeover – including a new and improved Health and Wellness section with plenty of tips and resources for getting and staying healthy. The section focuses on four lifestyle behaviors that help people live longer and prevent disease: “eat smart,” “be tobacco free,” “get active” and “rethinking drinking.”

Patients and members can choose the themes that best fit their goals and find tools within, including the “Let's Talk Health” virtual coach, a health information library and even a list of recommended mobile applications. Visitors can access the Health & Wellness resources through healthpartners.com or by going directly to healthpartners.com/healthyliving. To date, we've had nearly 20,000 visitors to the site, and the numbers are growing!

Mobile care

In 2010, HealthPartners mobile subscribers saw a number of service upgrades, including a function which allows users to find the nearest urgent care location. To help our members and patients make the most of their limited time each day, we were also the first in the country to offer programs to help subscribers communicate with our care managers. This is done through secure, two-way messaging on a range of smart phones and devices, including the Apple iPhone, Google Android, RIM BlackBerry, Windows Mobile, Symbian and Palm devices.





TECHNOLOGY

Emergency Room/ Urgent Care wait times

Last fall Regions became the first hospital in the Twin Cities to launch wait time information for the Emergency Center. The information, displayed on **regionshospital.com** and updated every 15 minutes, provides patients with helpful, what-to-expect wait times for non-911 emergencies.

The wait-time status of all of our Urgent Care clinics is also available on healthpartners.com.

Healthier smiles using digital sensor technology

Our dental practice philosophy is conservative, minimally invasive patient care. In practical terms, this means we try to heal decay if possible rather than treating it with a filling. This requires our dentists to have the diagnostic ability to determine the best approach for the patient. In 2010, we began testing digital sensor technology to aid in diagnosis and as a way to:

- › improve safety, as there is less radiation to the patient
- › provide a better patient experience since the immediate digital image negates the need to process films and
- › lower overall dental costs

ID card

Since last spring, HealthPartners members have had the ability to view an image of their insurance card on their smart phone as soon as the card is issued. We're among the first in the country to offer this service as a way to help make care simple for our members. Exact images of the card's front and back are visible and the feature is available for both HealthPartners medical and dental insurance cards. Members can also use the "Remember Me" feature that eliminates the need to log in to their account every time, or they can use the fax capability to send the image of the card directly to their clinic's fax machine.

COMMUNITY

► Our commitment to every individual

Improving the health of our members and patients is part of our mission, and we recognize health care is very personal. Each member and patient has his or her own unique cultural experience which may influence care preferences. We interact with people at all stages of their lives — from happy times like the birth of a child to more difficult moments involving illness or injury. But no matter what the circumstances, you can depend on us to care for you with dignity, respect and kindness — putting your wishes first.

Mental health

It is estimated that nearly one in four adults suffer from a diagnosable mental illness in a given year. Yet many individuals are still hesitant to seek treatment given the stigma associated with this often debilitating disease. We see the opportunity to better serve members and patients dealing with mental illness and this year launched several initiatives to meet this need.

- › Three HealthPartners clinics – West, Arden Hills and Health Center for Women – are piloting a new program for patients who are newly diagnosed with depression. Patients receive a pedometer to encourage walking and are given gentle encouragement to exercise as part of a complete treatment plan, which might also include therapy and/or medication. While exercise doesn't replace the other parts of a plan, research has shown that physical activity – even a little – can help manage depression and anxiety. The pedometers for Depression program is expected to be available in other HealthPartners clinics in 2011.
- › HealthPartners was the first in the nation to offer Healthwise's "Dealing With Stress" conversation. The interactive, online program, talks about the different ways stress impacts an individual's life and then suggests a variety of ways to manage it more effectively. Participants can return to the conversation to learn tips and practice exercises to help them continue on the path to a healthier lifestyle.
- › HealthPartners was honored with a 2010 eValue8™ Innovation Award for our work on "Depression Improvement Across Minnesota, Offering a New Direction." This is a statewide effort to improve health care for patients with depression, and it compensates providers for extra patient education and monitoring. Our results are promising, and we continue our commitment to this and other mental health issues moving forward.

Reducing disparities

We are fortunate to have a diverse and growing population in our region that includes many cultures, traditions and backgrounds. At the same time, we've seen the health of diverse individuals fall behind in nearly every measure from diabetes and cancer to obesity. This gap is simply unacceptable. More than ten years ago, the HealthPartners Medical Group formally declared our goal to ensure that care and service is of equally high quality for all populations, regardless of a patient's race, ethnicity or preferred language. Today that work continues and we're proud to share the results.

- › In 2010 we created a series of videos in Spanish, Hmong and Somali to share with patients in the exam room. The purpose was to help educate and encourage patients to get the appropriate preventive screenings. More than 75 percent of patients who viewed the videos said they are more likely to schedule the needed screening.
- › We launched an initiative aimed at saving lives by providing more timely colorectal cancer screening for African American patients. Using our electronic medical record and the race information provided by patients, we were able to automatically generate reminders to providers and their African American patients to have a colonoscopy.
- › Where women may be reluctant to get breast cancer screening, HealthPartners has lessened a gap in mammography screening for women of color by having physicians give patients extra encouragement and the option to have the test right away. HealthPartners now conducts an average of 150 same-day mammograms each month and has reduced the gap between women of color and white women to less than 5 percent.

TREATMENT



Our approach to care is comprehensive and centered on the patient. Our team of experts invests the time and does whatever is needed to ensure every patient gets the right care and the best outcomes possible. A great example and testimonial of our commitment involves a young man from Canada.

“We are very happy that Jesse is making tremendous strides toward recovery. Jesse suffered a violent hit, a very serious injury and he is fortunate to still be alive. While Jesse still has work to do to return to where he was, he has been a wonderful example for all patients because of how hard he has worked. He’s just amazing.”

–Dr. Alex Mendez

L to R, Dr. Robert Morgan and Dr. Alex Mendez

So many patients touch the lives of our hospital staff each day, but this past fall there’s one that stood out for many. The University of Denver’s Jesse Martin fractured his vertebrae in a hockey game in North Dakota, and he believed he was paralyzed. After a week of uncertainty, Jesse was transferred to Regions Hospital for reconstructive spine surgery. He and his family chose our experts to focus on his care and perform what some might say was a miracle.

The operation, which involved placing a screw into the broken vertebra, was led by HealthPartners Drs. Alex Mendez and Robert Morgan. The surgery was so successful that just one day later, Jesse was able to walk for the first time since the injury.

Seven days later he went back to Denver for further rehab and shortly after Thanksgiving, Jesse returned to his hometown of Edmonton, Alberta.

To see Jesse walk – in his father’s words – “was truly amazing.” The family compliments to the hospital staff for their excellent communication and personal approach to Jesse’s care.



COMMUNITY

Dedicated to the community

We are deeply committed to the health of the communities where we live and work; in fact, it's part of our mission at HealthPartners. Each year we provide support to a number of community partners through sponsorships and other activities. 2010 was no exception, and we found a number of new opportunities to help make a difference.

Employee giving... a few examples

- › **NAMI & Heart Walks.** More than 1,000 employees and family members participated and raised nearly \$75,000 in these annual events to increase awareness and funding for mental illness and heart health.
- › **Twin Cities Habitat for Humanity.** HealthPartners employees helped turn a house into a home for a family in St. Paul. More than 70 volunteers spent a day lending their muscles and carpentry skills to the Jimmy and Rosalyn Carter 27th annual work project.
- › **Twin Cities Youth Farm & Market Project, Dorothy Day Center, Mobile Loaves and Fishes.** Putting others first was a theme this year. Our employees found opportunities to support our community partners by using charitable giving to incent participation in several work projects.
- › **Community Giving Campaign.** Nearly \$370,000 was pledged by our employees to support the United Way, MN Environmental Fund, Community Health Charities and other non-profit partners.
- › **March of Dimes.** HealthPartners Central Minnesota Clinic sponsored this year's March for Babies which raised a record-setting \$90,000 for research and treatment of premature babies.

Public program patients

Regions Hospital is the largest provider of charity care in the east metro. And on June 1, 2010, Regions became one of four Coordinated Care Delivery Systems, which provided health care services for some of the most vulnerable in our state. Through September, we enrolled more than 3,400 patients at a cost of nearly \$1 million a month.

Many of our CCDS patients suffer from chronic illnesses and otherwise would not have access to care. Through the dedication of our hospital and clinic staff, we've been able to meet patients' basic health care needs, despite the deep funding cuts to this important safety net program. We'll continue to advocate for a more permanent solution to ensure every person in Minnesota receives the care and service they deserve.

"I want to commend you and your staff for what you are doing to care for these patients." – Minn. legislator



NAMI walk



Habitat for Humanity

UNITY



Going green

Our commitment to the community extends to the environment we all share. To help minimize our impact on the environment, we've introduced a few innovative products and initiatives designed to help preserve Mother Nature.

- › **Paperless plan.** Our Linkgo health plan is completely virtual. Members apply online and receive all of the materials, statements and explanation of benefits (EOBs) via email and the web.
- › **Electronic explanation of benefits.** More than 30,000 of our health plan members have signed up to receive EOBs online, which help us keep administrative costs low. It's an estimated savings of \$5 per member and helps reduce paper and saves trees.
- › **Earth-friendly initiatives.** Hudson Hospital and Clinics implemented a number of earth-friendly initiatives this year. Hudson became a site for distribution of locally grown organic produce. They also installed recycling containers in the operating rooms, a new trash compactor, fluid management system and instrument recycling program to help reduce waste.



Feel Better



Heart Walk



RECOGNITION

▶ Awards & recognition

Star Tribune – Top 100 Workplaces in the Twin Cities

American Heart Association – Gold-level recipient Start! Fit-Friendly Companies

NCQA – HealthPartners commercial health plan ranked 19th in the nation according to the NCQA Health Insurance Plan Rankings 2010-11

AMGA Acclaim Award Honoree – HealthPartners “Integrating the Equitable Care Aim” for work to end disparities

American Stroke Association Silver Performance Achievement Award – Regions Hospital Stroke Center

Hospitals & Health Networks Magazine Award – HealthPartners Clinics and Regions Hospital named to health care’s “Most Wired” list.

National Business Coalition on Health (NBCH) – One of eValue8™’s 2010 Top Five Performing Plans

NBCH – 2010 eValue8™ Innovation Award for participation in DIAMOND

American Psychiatric Association Gold Award – ICSI and HealthPartners for providing an innovative way of delivering services to the mentally ill or disabled

CAHPS – HealthPartners scored at least 90 percent in customer service for the third consecutive year

Minnesota Hospital Association Community Benefit Award, Large Hospital – HealthPartners’ Regions Hospital for its “Mental Health Drug Assistance Program”

Minnesota Hospital Association Best Minnesota Hospital Workplace Award, Large Hospital – Regions Hospital

Minnesota Hospital Association Patient Safety Excellence Award – Regions Hospital for achieving 90 percent or higher in the SAFE ACCOUNT campaign.

2010 Beacon Award for Critical Care Excellence – S7 Heart and Vascular Care Nursing Unit, Regions Hospital

American College of Surgeons “Three Year Commendation Award” – HealthPartners Cancer Care Center at Regions

Hennepin County Wellness by Design – 2010 platinum award, HealthPartners

Press Ganey Quality Award – Hudson Hospital Nursing Staff for ranking in the 99th percentile in the nation.

VISION

Key milestones

HealthPartners Medical Group is the first system to have all primary care sites certified as medical homes by the state, meeting a set of rigorous standards to provide patient and family-centered care and working to improve both the quality and affordability of health care.

HealthPartners Research Foundation has performed more than 1,200 studies over the last 20 years addressing crucial issues such as childhood obesity, chronic disease, Alzheimer's disease, health behaviors, oral health and dental care.

HealthPartners dental plan grew by nearly 35,000 members compared to Dec. 2009. This represents a 12 percent growth in membership at a time where dental enrollment nationally has declined due to the economy. We also grew our number of groups with more than 500 members by 17 percent.

Physicians Neck and Back Clinic visits were up nearly 8 percent in 2010 from 2009, thanks to the relationships developed with our HealthPartners clinics.

Hudson Hospital Birth Center broke its record number of births with a total of 532 – the highest number since its founding in 1953.

HealthPartners Institute for Medical Education (IME) sponsored its first international level conference, *Optimizing Mechanical Ventilation 2010: A Hands-On Practical Emphasis*. The conference drew more than 200 physicians, respiratory therapists and other health care professionals from 20 states, Amsterdam, Italy and Canada. Attendance at IME events including professional education, resident and med student training topped 20,000 last year.

IME was awarded its largest educational grant ever from the Pfizer Medical Education Group in June 2010 to develop "The EBAN Experience™, An Equitable Health Collaborative." The collaborative focuses on reducing health disparities through community dialogue, interactive education and quality improvement projects.

New clinics were opened thanks to strong member and patient growth which fueled the need for additional facilities and services:

- › Cottage Grove Clinic
- › Central Minnesota Clinic
- › Urgent Care Clinic at the West Clinic in St. Louis Park



Central Minnesota Clinic, St. Cloud.

HEALTHPARTNERS

2010 HealthPartners/Group Health Board of Directors



Pictured from left to right

Front Row: Teresa Morrow, Eliot Seide, Laura Schmaltz Oberst

Second Row: John Gherty, Mary Brainerd, Barbara Kaufman, James Malecha, Ann Wynia, Luz Maria Frias

Third Row: Thomas Brinsko, Brian Rank, MD, Matt Smith, R. Jane Brown

Not Pictured: Margaret Lund, Gregory Strong, Christopher Tashjian, MD

ARTNERS

About HealthPartners

Founded in 1957, the HealthPartners family of health care companies serves more than one million medical and dental health plan members nationwide. It is the largest consumer-governed, non-profit health care organization in the nation providing care, coverage, research and education to improve the health of members, patients and the community. HealthPartners is the top-ranked commercial health plan in Minnesota and is also ranked 19th in the nation according to NCQA's Health Insurance Plan Rankings 2010-11.

www.healthpartners.com

The HealthPartners family of health plans are underwritten and administered by HealthPartners, Inc., Group Health, Inc., HealthPartners Insurance Company or HealthPartners Administrators, Inc. Fully insured Wisconsin plans are underwritten by HealthPartners Insurance Company.

Nothing in this report is intended as an offer of insurance.

NCQA's Health Insurance Plan Rankings 2010-11 – Private





8170 33rd Avenue South
Bloomington, MN 55425

healthpartners.com