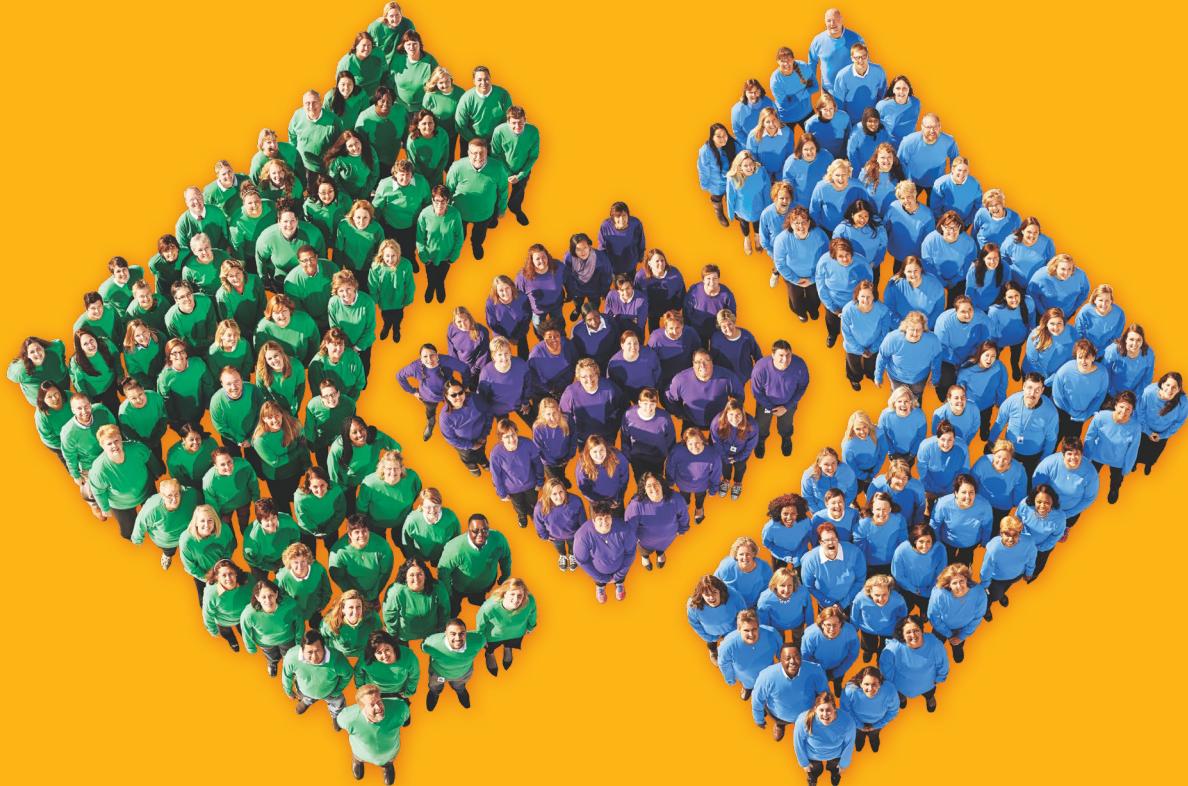


2014 Annual Report



making good happen
for our members, patients
and community





You make **good** happen every day.

For your family.

For your community.

For yourself.

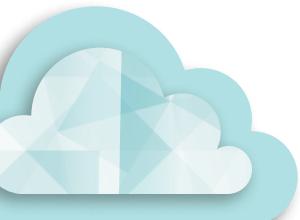
We're here to partner with you

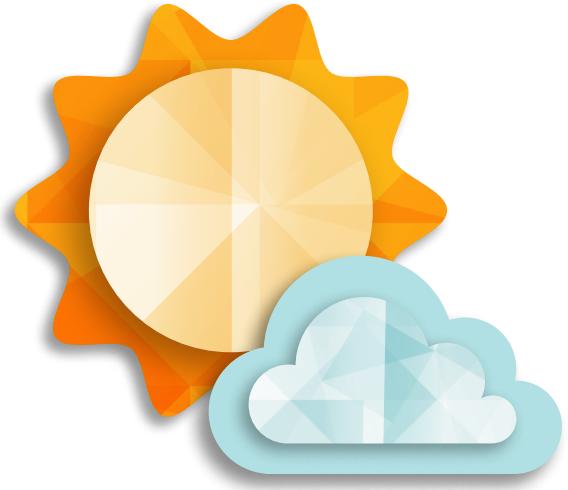
to make **good** happen for your health.

That's not just a slogan.

It's a commitment.

make
good
happen





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Founded in 1957, HealthPartners is the largest consumer-governed, nonprofit health care organization in the nation providing health care, health plan financing and administration, and medical research and education.

MISSION

To improve health and well-being in partnership with our members, patients and community.

VISION

Health as it could be, affordability as it must be, through relationships built on trust.

a message from Mary Brainerd

What do the words, "make good happen" mean to you?

As a leading provider of both care and coverage, when we hear the words, "make good happen," we think of you.

Each day, we serve members and patients in thousands of different ways, but the one thing that remains consistent is our commitment to our mission, vision and values. In 2014, we took a step forward by creating a single, shared message across all of our organizations that isn't a slogan, but a promise. That promise is to make every interaction, whether it's in-person, over-the-phone or online, a reflection of the values that define us – excellence, compassion, partnership and integrity.

From reaching a record number of health plan members thanks to the trust we earn each day, to making care more accessible through new mobile technology and added locations, to our significant investment in children's health that aims to improve the health of children from prenatal to age five, we make good happen every day.



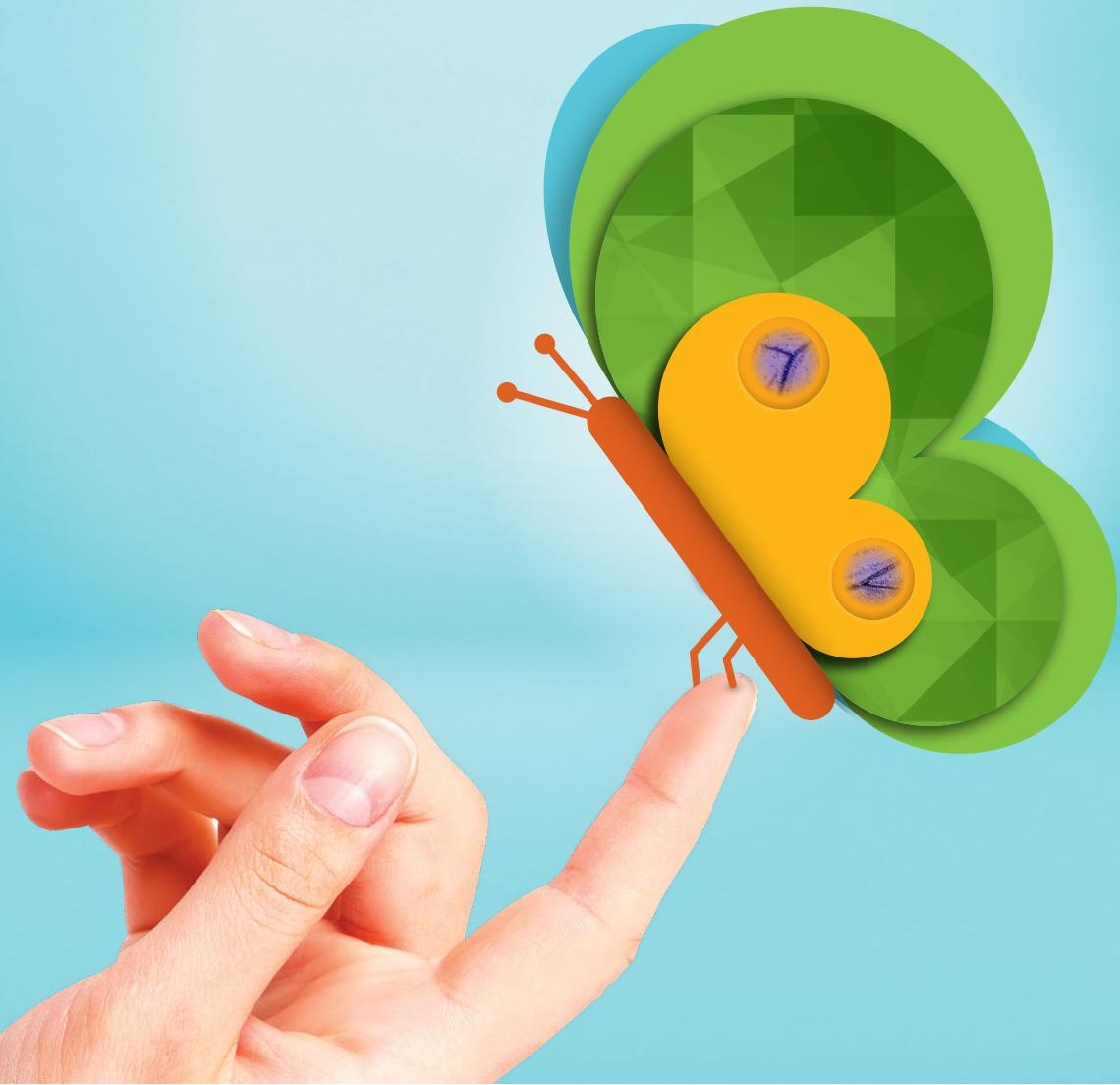
Make good happen. These three simple words capture what we strive to do with you, and they will continue to evolve and define us for years to come.

Sincerely,

Mary K. Brainerd

Mary Brainerd

quality



Tackling the challenges and stigma of mental health

In 2005, Dan Abdul found himself trapped in a military vehicle fearing for his life. A U.S. Army flight medic, he survived the ordeal and though he escaped physical damage, the mental effects continued to affect him.

“When I was in the hospital, I never wanted to fall asleep,” he says. “I had flashbacks and I knew something was wrong.”

To help Dan and other military veterans just like him, Regions Hospital launched HeroCare, a new mental health program designed to better serve the

mental health needs of veterans and their families. This includes providing the programming, staffing and space necessary to provide specialized care, along with the assistance veterans need after they have been discharged to stabilize their lives and thrive.

Through this program, Dan was able to learn how to identify the triggers of his Post Traumatic Stress Disorder, along with how to manage it through medications, meditations, biofeedback and mindfulness-based activities.



Since June 2014, HeroCare has served over 150 patients, more than double the original goal for the year.

[LEARN MORE](#)



Dan Abdul and family

Make It OK



Extending the conversation about mental illness

Much like Dan Abdul, one-in-four people will experience a mental illness this year, but most people live with the symptoms of mental illness for 10 years before asking for help – largely because of this stigma.

“Make It OK” was created in collaboration with HealthPartners, the Minnesota chapter of the National Alliance of Mental Illness (NAMI) and other community partners, to provide resources including a website, documentary series, tool kits and advertisements to get people talking openly and honestly about mental illnesses, and to ask for help when needed.

Through its first full year, the “Make it OK” campaign reached more than 100,000 people around Minnesota. Dan’s story, along with several others experiences with mental illnesses, were showcased as part of a five-part “Make it OK: Stigma & Mental Illness” documentary, co-produced by Twin Cities Public Television. The series won the Board of Governor’s Emmy® Award, and has helped to spread the campaign message to an even larger audience.

“I want to use my story to change people’s perception of mental illness,” Dan says.



Mary Brainerd accepting Emmy® Award



Watch “Make it OK: Families & Mental Illness” to learn more about Dan’s story:



Health plan sets new membership record by putting people first

At this moment, Michelle De Marie Herkal isn't thinking about awards or recognition. While she is proud that HealthPartners was the first health plan in Minnesota to establish a phone line staffed by nurses like Michelle, and that in 2014 HealthPartners provided coverage to more than 1.4 million members, right now Michelle is only thinking about one specific member.

"I had a 40-year-old member who called in with tingling and a headache," she says. "There were no clear cut neurological symptoms and he didn't want to call 911. After talking, he agreed to go to the emergency room, where he was then diagnosed with a stroke. He called back and said that I saved his life."

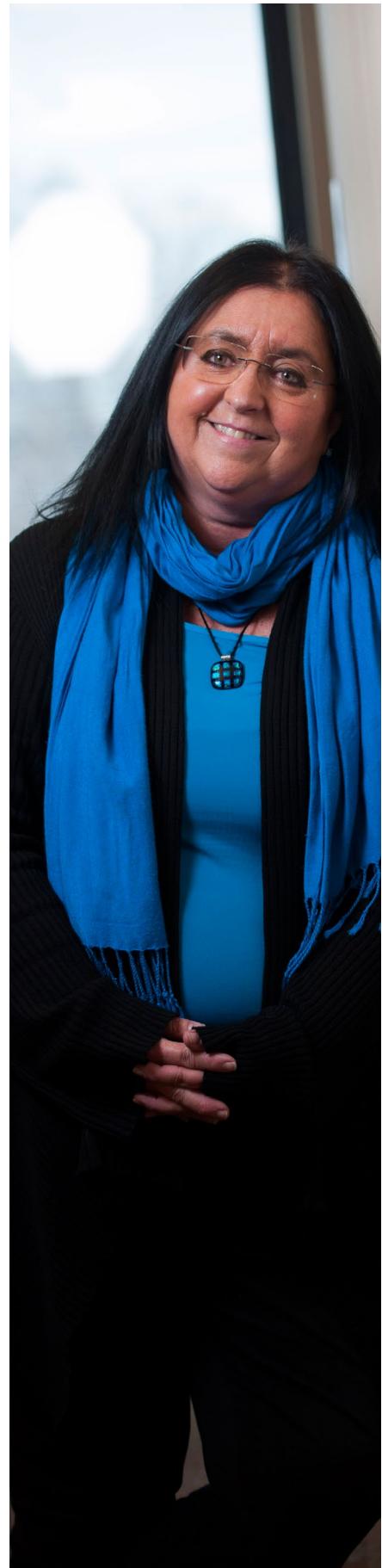
That type of relationship and service has given families and individuals the peace of mind to entrust HealthPartners with their health care for nearly 60 years. Each year, approximately 1,000,000 calls will come into Member Services, looking for assistance in choosing a new health plan, finding a doctor, or in some cases, like Michelle's, to receive guidance that might end up saving their lives.

Member Services representatives are trained to listen, empower members with information and connect them to extra support when they need it.

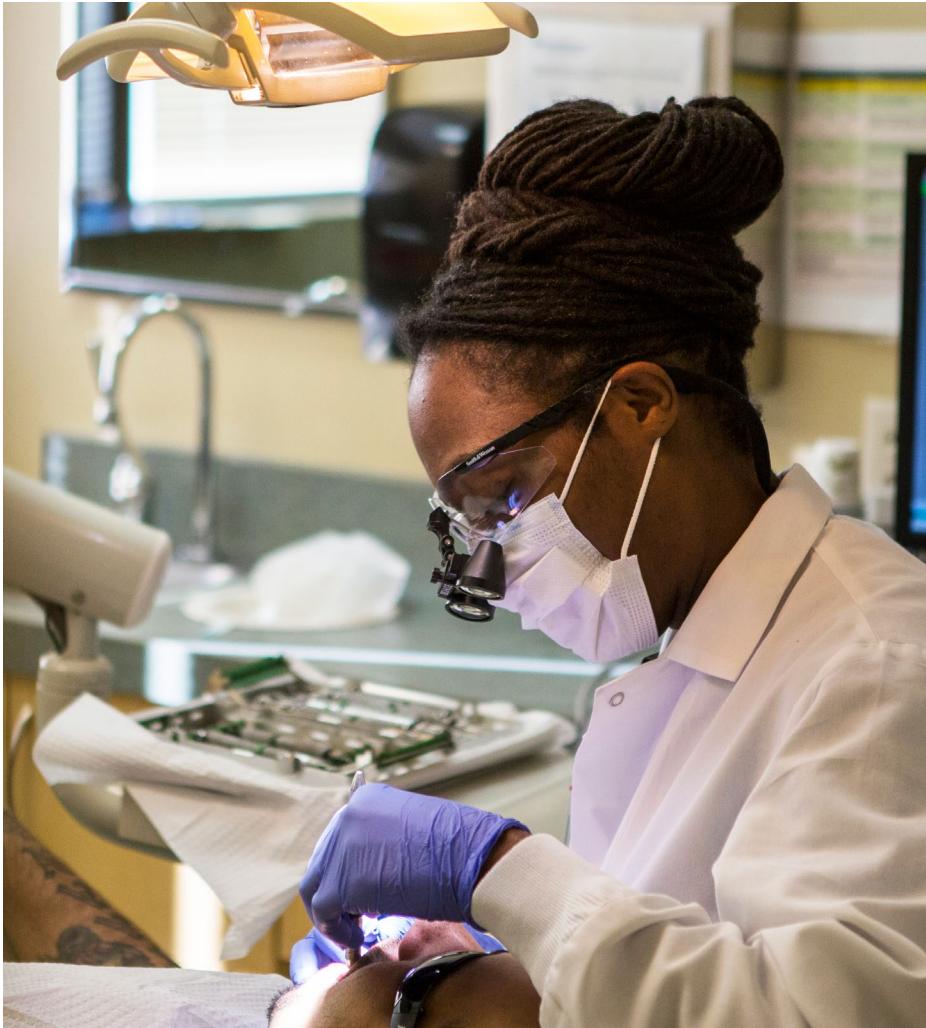


HealthPartners has been ranked the number one commercial plan in Minnesota for 10 straight years.*

*According to the National Committee of Assurance (NCQA).



Michelle De Marie Herkal



“Dental health is about much more than just having clean teeth,” says David Gesko, DDS, senior vice president and dental director of HealthPartners Dental. “Our dentists teach patients about how good dental health affects overall general health, and we take pride in helping children and adults improve their well-being and develop healthy lifestyle habits that last a lifetime.”

Dental: It's not just about teeth

While most people think of the dentist as a way to keep teeth looking their best, for some, a trip to the dentist also may have saved their lives.

When Charles Wilkinson, DDS, was performing a routine cleaning and examination at the HealthPartners Como Dental Clinic this past April, he noticed some lumps on the patient’s neck. It isn’t unusual for a HealthPartners dentist to provide a general health screening for patients, as they can detect up to 120 disease signs and symptoms during an oral exam alone.

Once he noticed the lumps, Dr. Wilkinson advised the patient to see a doctor right away. It turned out that the lumps were cancerous, and he quickly had his thyroid removed. Thanks to the early detection, the patient was able to avoid a potentially fatal condition.

57,000

Number of new members who joined HealthPartners dental plan*

20,000

Number of new patients cared for at HealthPartners dental clinics*

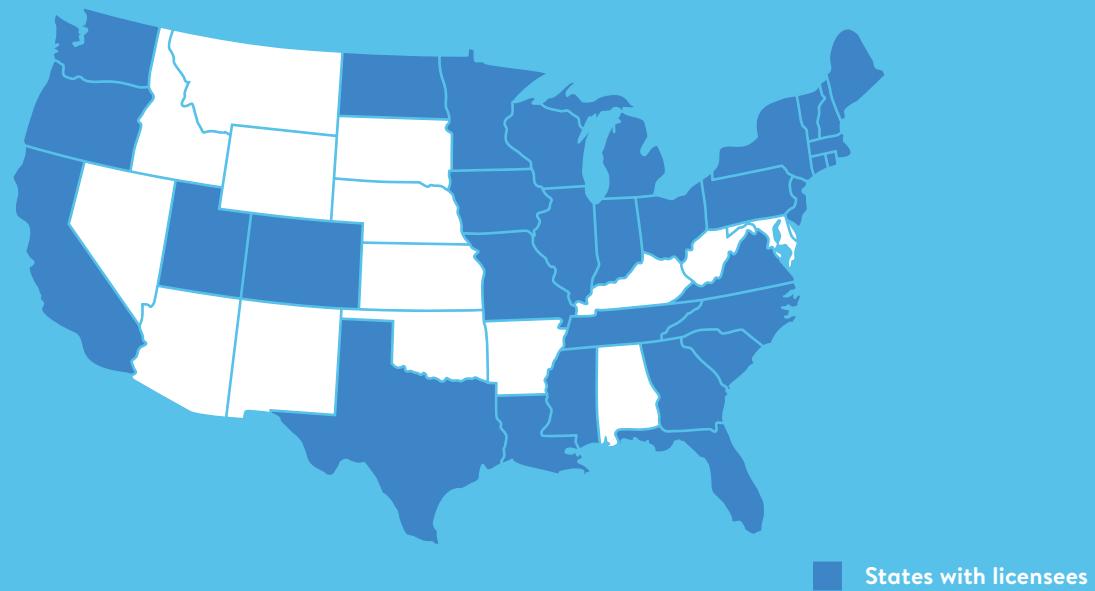


*in 2014

affordability



TCOC uptake across the country



HealthPartners Total Cost of Care tool being adopted throughout U.S.

More than one-sixth of the entire U.S. economy is devoted to health care spending, a percentage that continues to rise every year. For families and individuals alike, this means balancing the soaring cost of medical care with every day expenses such as food, and housing.

Two years ago, HealthPartners introduced a tool designed to combat these rising costs, and make health care more affordable. HealthPartners Total Cost of Care and Resource Use (TCOC) is used to identify factors that drive cost increases, and to improve efficiency and compare providers based on value and quality.

The tool has set the standard for how organizations can lower health care costs, and has been adopted by more than 120 organizations in 32 states to provide greater cost transparency and more informed decision-making.

HealthPartners makes the measures available free of charge, to enable others to reduce cost and improve quality of care everywhere.



**The TCOC
is the first
resource of
its kind to be
endorsed by
the National
Quality Forum.**

accessibility





4.5 MILLION

Number of visitors to HealthPartners, Park Nicollet and Regions Hospital websites in 2014

virtuwell
by HealthPartners

a 24/7 online clinic that's convenient, affordable and safe

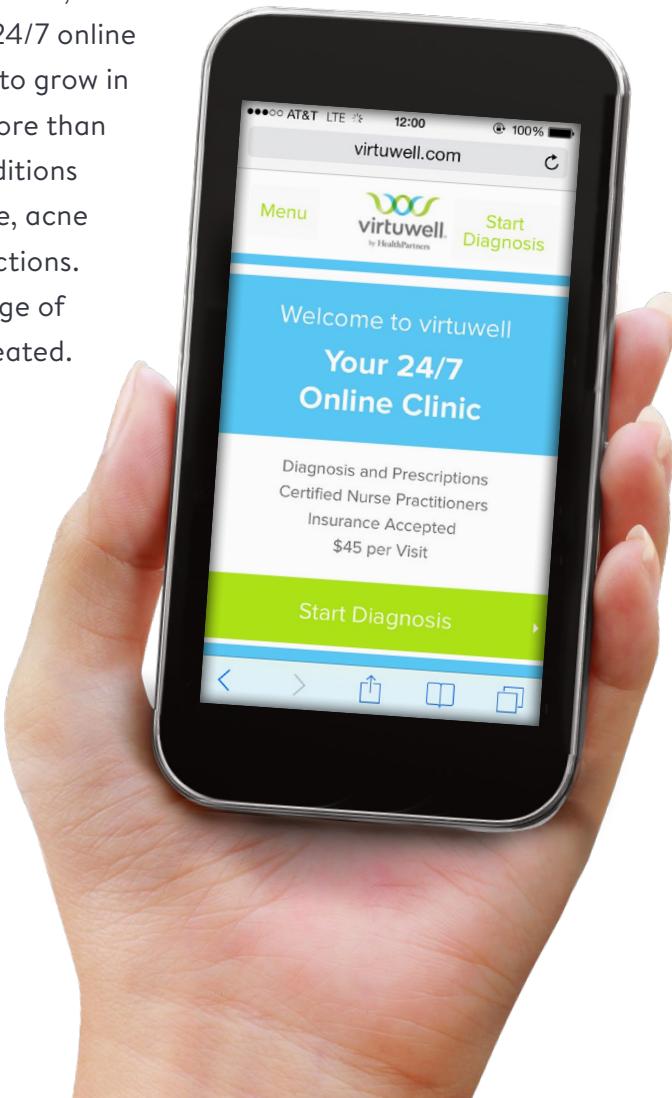
HOW IT WORKS

Enhanced mobile and web tools increase preventive screenings, drive increased traffic

The average person checks his or her phone 150 times per day. For many, checking your phones is routine. But it could just save your life. That's because HealthPartners sends preventative screening reminders to your mobile device. These reminders result in early detection of cardiovascular disease, colorectal cancer, diabetes and many other conditions.

Members and patients now have a new mobile app for Android, a new bill pay feature, plus a new and improved online account creation process.

In addition, virtuwell®, HealthPartners 24/7 online clinic, continued to grow in 2014, treating more than 50 common conditions including pink eye, acne and bladder infections. It saves an average of \$105 per case treated. virtuwell passed 150,000 treated cases, and expanded into four new states.



New hospitals, clinics help patients get care close to home or work

Care is now more convenient for communities in Minnesota and western Wisconsin



JANUARY

Amery Hospital & Clinic joined HealthPartners; Lakeview Health, Hudson Hospital & Clinic and Westfields Hospital partnered to open Breast Health Center at Lakeview Hospital.

MAY

Park Nicollet Women's Center opened on the Methodist Hospital campus in St. Louis Park.



JULY

Park Nicollet broke ground on a new outpatient center in Maple Grove.



OCTOBER

Regions Hospital opened an expanded Cancer Care Center.





Chi Ukaga

Well@Work provides better care, better cost

Chi Ukaga, a nurse practitioner at Wilson Tool Well@Work clinic, treats all types of conditions.

"I had a patient who had a family history of Gout," she recalls. "He was in pain and couldn't walk. I was able to treat him and now he's actually running."

She helps employees with everything from high blood pressure to back pain, and increased productivity and cost savings.

HealthPartners Well@Work on-site clinics are located all across Minnesota, designed to keep employees and their families feeling their best. Better yet, Well@Work saves money and time for employees. With 18 clinics open and more than 60,000 employees served, Well@Work is helping improve health, lower costs and provide care that's convenient.

	Avg. cost	Avg. time
Primary care	\$150	2-3 hours
Well@Work	\$75	.5 hours
Urgent care	\$160	2-3 hours
Convenience clinic	\$53	1 hour



community



Children's Health Initiative creates building blocks for child, family well-being

Children who come to kindergarten ready to learn perform better throughout school and beyond, and become more productive workers who are less likely to enter the justice system or receive welfare.

To support this, HealthPartners launched a Children's Health Initiative built around three main focus areas: early brain development, family-centered care and strengthening communities.

Through one program, Reach Out & Read, every child between the ages of six months to five years who visits our clinics receives a children's book. Pediatricians watch to see how they interact with the book, and talk to parents about the importance of reading aloud.



The after-visit
prescription is simple:
spend time reading
together each day.

Thanks to the
success of
this program,
Reach Out
and Read will
be in 100%
of clinics
by the end
of 2015.



Research by
Art Rolnick,
former head
of the Federal
Reserve, shows
that for every
dollar spent on
early childhood
development
programs for
at-risk children,
there is a
\$17 savings.

“

Investing in
children is not
only the right
thing to do;
it's the smart
thing to do.

”

Mary Brainerd





Free veggie giveaway

yumPower, BearPower and PowerUp make it easy to eat better



POWER^{UP}

Did you know that only one out of every four fifth graders in Minnesota eat vegetables more than once a day?

To help combat this, HealthPartners launched three initiatives – yumPower, PowerUp and BearPower – to bring consistent, better-for-you eating messages to children and families. With programs including veggie giveaways, healthy cooking classes and school challenges, these programs help make the better-for-you choice, the fun and easy choice.

Dr. Mary Adrian, Principal at Holy Spirit Catholic School, has

seen first-hand how yumPower is making a difference.

"After our school participated in the yumPower school challenge, we began offering vegetables to any and all students at lunch," she says. "By the time the end of the school year came, we saw a big increase in the veggies students wanted to eat."

This past year, more students than ever before participated in the school challenges, with teachers and administrators across Minnesota and western Wisconsin sharing stories much like Mary.



School Challenge assembly



yumPower at Minnesota State Fair

“

Thanks for being
the catalyst
for this change
to healthier
eating for our
school. We're
looking forward
to continuing
next year!

”

Dr. Mary Adrian
Principal, Holy Spirit Catholic School



See how
BearPower is
transforming lives
in the White Bear
Lake community:



Community involvement extends across region

HealthPartners is committed to improving health and well-being in partnership with our members, patients and community. We've been fortunate to partner with many organizations to address each throughout the last year. Together, we can achieve so much more than any one person can alone.



HealthPartners volunteers



Solar panels in Plymouth

Building cleaner, healthier communities through sustainability

In 2014, HealthPartners collected 2,600 pounds of outdated or unused medicines at our pharmacies in Washington, Hennepin and Ramsey counties, as well as St. Cloud, and disposed of them in a more environmentally-friendly way. HealthPartners also recycled 1,300 tons of material and reduced paper use by 26,000 reams across the organization – down 14 percent since 2010.

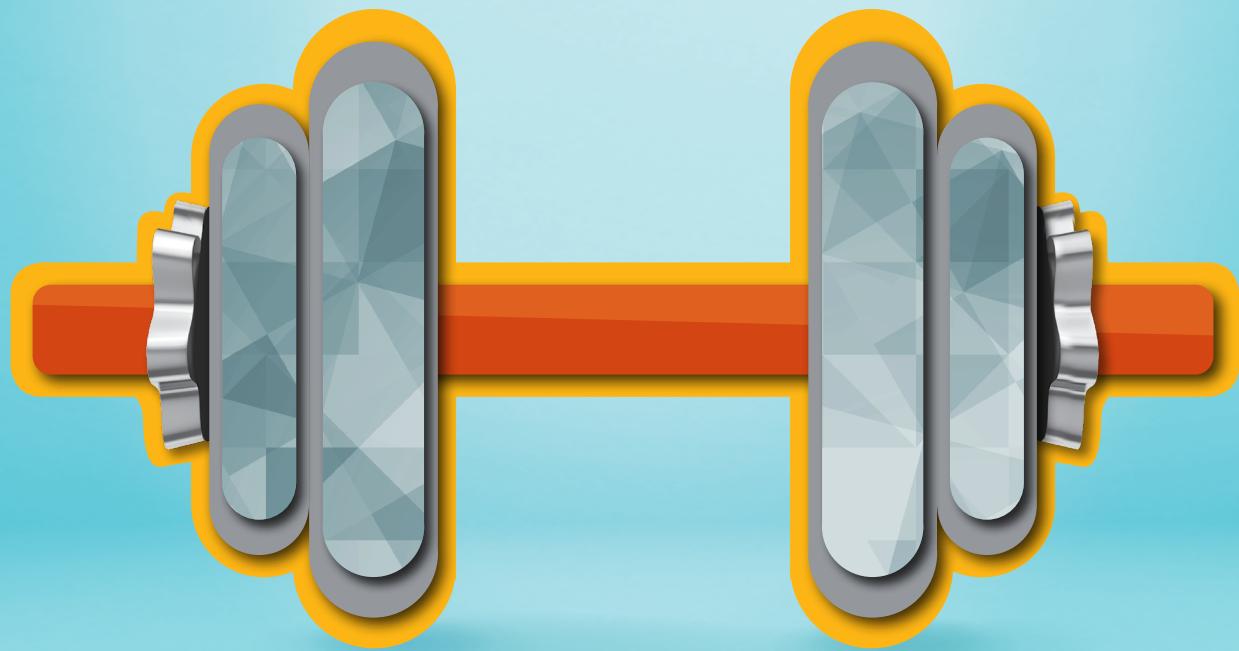
Combine these numbers with the new solar panels installed at Westfields Hospital & Clinic, as well as Park Nicollet Clinic and HealthPartners Dental Clinic in Plymouth, and you have savings that are far bigger than just dollars and cents!



Watch this
video to learn
more about
HealthPartners
dedication to
sustainability:



milestones & achievements



2014: Making Good Happen

HealthPartners

- Minneapolis/St. Paul Business Journal ranked HealthPartners the No. 1 ‘Best Place to Work’ among large companies in Minnesota.
- HealthPartners was named the ‘Most Wired’ by Hospital and Health Networks magazine for the fifth year in a row.
- HealthPartners Medical Group and Park Nicollet Health Services were two of the top five highest performing medical groups for primary care in the Minnesota Community Measurement 2014 Health Care Quality Report.
- For the 10th straight year, HealthPartners commercial health plan scored in the nation’s top 10 percent in more HEDIS measures than our regional competitors.

Hudson Hospital & Clinic:

- Hudson Hospital & Clinic was recognized as a ‘Top 100 Critical Access Hospital’ for the second straight year.
- Hudson Hospital was recognized for delivering high quality surgical care in the Joint Commission’s Top Performer on Key Quality Measures report.
- Becker’s Hospital Review ranked Hudson Hospital & Clinic among the top ‘100 Great Community Hospitals.’

Park Nicollet:

- David Abelson retired as Park Nicollet president and CEO.
- Park Nicollet Methodist Hospital was named a ‘Leader in LGBT Healthcare Equality’ by The Human Rights Campaign Foundation.
- Park Nicollet Methodist Hospital received the ‘Distinguished Hospital Award for Clinical Excellence’ from Healthgrades.
- WomenCertified, Inc., designated Park Nicollet Methodist Hospital as one of the ‘Best Hospitals for Patient Experience in Heart Care’ in the country.

Regions Hospital:

- Regions Hospital was the first in Minnesota to be certified as a ‘Comprehensive Stroke Center by The Joint Commission and the American Heart Association/ American Stroke Association.
- Brock Nelson retired as Regions Hospital president and CEO.
- Regions Hospital received the ‘Distinguished Hospital Award for Clinical Excellence’ from Healthgrades.

Westfields Hospital & Clinic:

- Westfields Hospital & Clinic was named on the ‘Top 100 Critical Access Hospitals’ in the United States.

Miscellaneous:

- Minnesota Monthly’s ‘Best Doctors’ recognized 131 physicians spanning 38 specialties across HealthPartners, Park Nicollet, TRIA Orthopaedic Center and Lakeview Hospital.
- Andrea Walsh, Executive Vice President and Chief Marketing Officer, HealthPartners, and Roxanna Gapstur, Senior Vice President, Chief Operating Officer and Chief Nursing Officer, Park Nicollet, were honored by the Women’s Health Leadership TRUST.
- Ted Wegleitner was named president of Lakeview Hospital. He was previously president and chief operating officer with TRIA Orthopaedic Center.





make
good
happen



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