



When physicians lead, costs recede.


Medical Home Exchange's

Physician Connectivity

Contact.
Connect.
Compensate.
Collaborate.
Communicate.
Change.
Calculate.



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Everything that's needed to fix expensive, inaccessible health care already exists. Employers have access to and engage in health tools like HRA (health risk assessments), biometrics, PBM/pharmacy, wellness programs, disease management programs, etc.



What's missing is the proper delivery system and the right person managing that system.

When you connect all the existing tools together, get this information over to the primary care physician and pay that physician to spend more time with the patient so they are both focused on prevention and health – then you've changed the way patients engage and respond to their physicians. You rebuild the trust between patient and physician and the opportunities for better outcomes expand significantly.

When you give that same physician added information about the cost of medical services: pharmacy, specialists, facilities and ancillary services and pay them to guide patients to providers you've identified as best value, then you've changed the way physicians engage and respond to employers. You now have a way to manage and optimize your health supply chain.

Fixing the delivery system by changing the dynamics between patient and physician and between physician and employer means you now have a health supply solution that is competitive, responsive, and consumer-driven, with clear metrics of value per dollar being spent.



Medical Home Exchange is the delivery system that sends (or provides) the tools and information to the physicians, provides transparency in pricing, pays the physicians for performance in managing this information and the patient, and works with employers to incentivize employees to participate.



Contact.

It all starts with the employee and their physician.

We find out which physicians your employees are already using.

We contact them on behalf of the employer and employee. We ask them to participate in the employer's medical home. We explain all the details. We have a 99.99% closing ratio getting primary care physicians into the program. ●



Connect.

With our proprietary technology, we can connect any physician, located any place in the country, within two hours. And, it does not matter what system or non-system they are using. We can connect to any EMR or practice management system (including fax based systems) easily and without incurring any IT expenses or headaches.

Once connected into their existing system we pull the necessary data from their system into our system. When a physician updates their current system, they also have the option of easily transferring this information back into our system. It's as easy for them as hitting the "print/submit" button and the information is published back into our system.

Any physician. Any system.

EMR - PMS:

Name
Demos
Contact
Insurance
ICD-9
History
Discharge
summary
Labs
EKGs

Setup:

The physician connection occurs remotely with registration, initial training and integration, completed in 2 hours

Physician

RN Coach

Advocate

Specialist

Facility

Pharmacy

Ancillary

Medical Home
EXCHANGE™

Compensate.

Physicians within Medical Home Exchange are compensated above and beyond their normal carrier compensation. Our program sits on top of the existing provider plan so there is no disruption.

Physicians are paid according to the amount of points they accumulate each month. We have a series of points-based metrics that can be customized to fit any employer's situation. The points fall into five main categories: Engagement, Health Optimization, Compliance, Steerage/Guidance, and Transparency.

Physicians are paid monthly for points earned, and on average, physicians earn 50 to 100% more per Medical Home Exchange patient. In addition to the monthly revenue, they also earn a performance bonus at year-end if certain criteria are met.

Physician Incentive Pool (PIP)

Summary of Pay for Performance Metrics – PEPM funds are allocated monthly based on several categories of activities, these activities are categorized below

Engagement	Physician's efforts to contact patients and schedule their appointments
Health Optimization	Performing preventative screenings, capturing biometrics, identifying and managing potential problem areas in patient's health
Compliance	Employee compliance related to office visits and prescriptions filled
Steerage	Directing patients to lower cost/higher quality facilities and prescriptions
Transparency	Tracking employees throughout the episode of care using the Medical Home Exchange system, uploading clinical files where necessary

Collaborate.

Within our system, primary care physicians have the ability to send referrals to other providers and specialists. Once that provider has accepted the referral, they too are connected to the system and the referring physician can now see across the entire system so they can keep track of what's happening with the patient they referred. Among the many, many benefits this provides, it immediately eliminates duplicate testing and allows the primary care physicians to see the entire picture. Not only do the physicians have access to all the clinical information, the patient/member does as well. Clinical information is also stored in the member's personal health record.



Physicians and specialists on the system are compensated for sharing data and publishing/obtaining price information for facilities and ancillary services.





Communicate.

Our system is designed to communicate with the employer's health care supply chain. This includes the RN coaches, the patient and benefit advocate, the PBM, and the plan design. Physicians will be able to see the RN coaching notes and help support those efforts and vice versa. Because physicians will have pricing information about facilities, ancillary services and preferred formulary, they can communicate those choices to the patients and help them make the best decisions. ●

Change.

Primary care physicians influence 90 cents out of every health care dollar spent. They are also the person most trusted by patients. When you give physicians information they need to make better buying decisions for the employer and employee and compensate them taking the time to understand and make those decisions, then you have the right system in place for managing the dollars being spent - you change the behavior of the physician to be more in alignment with better outcomes. When you also compensate those same physicians for spending more time with the patient and their data, and for managing their care across the entire continuum, then you begin to help the patient change their behavior and be more in alignment with better outcomes.

Employees receive their own safe and secure Personal Health Record so they can have access and control over their own health.

The screenshot displays a user interface for a Personal Health Record. At the top, it identifies the user as 'Hi Madison' with a 'Log out My Account' link. The employer is 'XYZ Company', and the system is 'Powered by Medical Home EXCHANGE'. A navigation bar includes links for Home, My Clinical Documents, Make an Appointment, Choose a Physician / Specialist, View Pricing, and Contact.

The main content area is divided into sections:

- Notices:** Includes messages from Karen C. Smith, MD (dated 11/01/11), The Sleep Center, and a new XYZ Co Clinical Rewards program video. A summary states 'You have 3 new clinical documents in your Documents Folder' with a 'Review' link.
- My Contacts:** Lists the primary care physician as Karen C. Smith, MD, with a note that the last visit was on January 1, 2011, and a link to schedule an appointment or view documents. It also lists a patient and benefit advocate, Deanna Azure, RN, with a contact number and an email link. A 'More Contacts My Team' link is also present.

A large image on the right shows a woman and a child walking a dog in a park. Below this image is a blue box with the text: 'Just choose exercise activities that you'll enjoy every day – strenuous or not. People who choose to exercise in ways they like are 5 times as likely to continue.'

At the bottom right, there is a 'PRIVACY' button with arrows and the text: 'Click this button to instantly black out this page for PRIVACY'.

The footer contains a navigation menu with links: Home, Clinical Documents, Make an Appointment, Choose a Physician/Specialist, View Pricing, My Account, Contact, Privacy Policy, and Technical Help. It also includes the text 'Personal Health Desktop Powered by Medical Home Exchange 877-3000-XXXX'.

Calculate.

By connecting the physicians and having them take the lead, with your employee and the health care supply chain, you can calculate savings in these categories.

20-30% Employee Engagement

Engagement consists of HRA, biometrics, a review call with RN coach, and visit to primary care physicians within 30-60 days of enrollment

- 4% increase in Primary Care expense
- 3% reduction in specialty & ER visits
- 7% reduction in inpatient facility expense
- 15% reduction in outpatient facility expense
- 7% reduction in pharmacy supply chain & formulary accuracy expense
- 3% reduction in ancillary expense

80%+ Employee Engagement

Engagement consists of HRA, biometrics, a review call with RN coach, and visit to primary care physicians within 30-60 days of enrollment

- 12% increase in Primary Care expense
- 10% reduction in specialty & ER visits
- 23% reduction in inpatient facility expense
- 45% reduction in outpatient facility expense
- 19% reduction in pharmacy supply chain & formulary accuracy expense
- 10% reduction in ancillary expense



Need more tools for your medical home?

Medical Home Exchange can provide the following additional resources for your medical home:

- Claims Negotiation - requires carrier/TPA cooperation. On average we can save \$200-\$250k per 1,000 employees.
- Stop Loss discount for employers who implement Medical Home Exchange
- Patient and Benefit Advocate
- RN Coaching - one on one coaching where member has the same coach throughout
- Health Risk Assessment (HRA) - unique process where questions change based on members' answers
- Biometrics - onsite
- Pharmacy review and PBM
- Mobile Alerts



When physicians lead, costs recede.

For more information on how you can start paying for outcomes and hold physicians and employees accountable for improved health, call us today.

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