



**Simply Well<sup>®</sup>**  
**Your Future. Your Health.<sup>SM</sup>**



# SimplyWell Functionality and Basis for Selection

- Online electronic personal health record with 24 hour access, controlled and owned by the individual participant/patient (Selection driven by employed participants/patients with group health plan benefits who consistently demanded privacy, personal control and ownership.)
- Computer order entry for lab panels taken/drawn at participant/patient's place of work (Selection driven by physicians demanding calibrated laboratory and processing for standing order sets that are correlated with the individual participant/patient's demographics, prior conditions and anticipated future health risks.)
- Online lab results (Selection driven by participants/patients demanding convenience and record storage.)
- Automated yearly worksite health screenings with physical metrics and lab (Selection driven by payers (self-insured employers) demanding focus on preventive medicine and health promotion.)
- Individual participant/patient action plans based on history, risk, physical and laboratory findings (Selection driven by payers (self-insured employers) demanding focus on integrated disease management, preventive medicine and health promotion.)



# SimplyWell Functionality and Basis for Selection

- 2200 education modules in English and Spanish (Selection driven by patients/participants for language. Selection driven by payers (self-insured employers) demanding focus on preventive medicine and health promotion.)
- 24 hour access to care online or by telephone (Selection driven by patients/participants and payers (self-insured employers).)
- Home monitoring and tracking (Selection driven by patients/participants demanding convenience. Selection driven by physicians and payers (self-insured employers) seeking insights into participant/patient compliance and safety.)
- Risk and cost integration for predictive modeling (Selection driven by payers (self-insured employers) demanding focus on preventive medicine and health promotion.)
- Information is retrieved from separate library tables within database architecture (Selection driven by employed participants/patients with group health plan benefits who demanded privacy.)
- Patient decision tools (Selection driven by payers (self-insured employers) demanding focus on preventive medicine and health promotion.)



# SimplyWell Functionality and Basis for Selection

- Integrated incentives to encourage behavior change (Selection driven by payers (self-insured employers) demanding focus on disease management progress and compliance, preventive medicine and health promotion.)
- Multiple identifiers (Selection driven by employed participants/patients with group health plan benefits who demanded privacy.)
- Dynamic database with expansion capabilities (Selection driven by research and academic physicians.)
- Public health information database (Selection driven by research and academic physicians.)
- Open platform design to facilitate interoperability (Selection driven by research and academic physicians.)
- Information is held in the most granular form (Selection driven by research and academic physicians.)
- Nurse recorded patient encounters (Selection driven by physicians demanding better insights to the disease management care team's progress with the patient/participant. Also, selection driven by payers (self-insured employers) demanding improved data benchmarking for disease management efficacy and quality.)



# 2005 SimplyWell Functionality and Driver of Selection

- Online Appointment Management (Selection being driven by participants/patients.)
- Automatic Therapeutic Substitution (Selection being driven by payers.)
- Interoperable Radiology (Selection being driven by payers.)
- Secure Email between Patient and Physician (Selection being driven by participants/patients.)
- Elimination of avoidable medical claims, particularly those related to lifestyle (Selection being driven by payers.)
- Identification of individuals for medical treatment and/or active disease management (Selection being driven by payers.)





# SimplyWell Utilization

## INCENTIVES DRIVE PARTICIPATION

- Online electronic personal health records
  - Available for 100%
  - 92% log on at least once
  - 33% share access/information with personal physicians
- Computer order entry for lab
  - Available for 100%
  - 76% of those who sign-up are drawn
- Online lab results
  - 88% of those who are drawn view their results online
- Automated yearly worksite health screenings
  - Available for 100% employees and spouses
  - Participation dependent on incentives from group plan/employer
  - Participation ranges from 30% to 93% of covered lives/employees/spouses

# SimplyWell Utilization

## INCENTIVES DRIVE PARTICIPATION

- 24 hour access to care online or by telephone
  - 23% alpha site (increasing since 1998) participants have indicated that the online resources and/or nurse call center have kept them out of an emergency room or a physician's office
- Integrated incentives to encourage behavior change
  - SimplyWell Points convert into financial rewards sent to Health Savings Accounts, FlexSpend Cards and Gift Cards
  - Incentives are becoming financial in nature due to low transaction costs associated with fulfillment



# SimplyWell Standards and Tools for Development

- HL7 EHR System Functional Model, Draft Standard for Trial Use
- SNOMED
- Evolving Internal Best Practices
  - Diagnosis-based order sets
  - Clinical alerts imbedded in screen flow
  - Health maintenance reminders
- Lab Order/Data Completeness Protocols
  - Clinical, regulatory, fiscal
- Physician Practice Tools to Aid Clinical Management
  - Patient lists, flowcharts, inbox
  - Evidence-Based Clinical Logic for Nurse Encounters
  - Evidence-Based Clinical Logic for Physician Encounters





# Business Model ~ Why SimplyWell and its Resulting PHRs are being Adopted:

- Supports healthcare relationships continuously, not only when sickness and illness present
- Empowers patients to participate in their care
- Enhances patients' interactions with their care providers
- Integrates with the workflow of care delivery
- Supports care in the least-costly setting – the home and workplace
- Facilitates outcomes data collection enabling benchmarking and the establishment of best practices
- Leverages the least utilized resource in US healthcare delivery – the patient



# Business Model ~ Who is Paying for SimplyWell and its Resulting PHRs:

- **Self-insured employers – public and private**
  - Financing the SimplyWell Investment via Stop Loss/Reinsurance Credits/Discounts offered by Underwriting Carriers and MGUs
  - Reward Systems are Allowing a Direct Tie to Benefit Cards and Consumer Driven/Health Savings Plans
  - Annual Billing through the Group Health Plan, not a corporate line item expense
- **Physician practices – SimplyWell Physician Owners**
  - SimplyWell draws and processes a physician's standing lab orders for the patient in advance of patient's appointment
  - Online lab results and resulting PHR is available to the patient and physician in advance and during the patient's appointment with physician
  - Automates previously manual processes
  - Reduces care/health screen process time
  - Eliminates number of personnel per unit of work
  - Reduces physician decision cycle time
  - Reduces need for physician clarification steps
  - Guides physician and patient to cost-effective choices



# Business Model ~ Who is Having Trouble Paying for SimplyWell and Resulting PHRs:

- Fully-insured employers – small businesses
  - Carriers are unwilling to invest in keeping a population healthy when that carrier will likely lose that population to another fully-insured carrier within 3 to 4 years
  - Pennsylvania's Disease Management Insurance Policy Tax Credit (PA House Bill 2501, referral to PA Senate pending) is model legislation that will assist small businesses in making the investment



# SimplyWell's PHR is an Interoperable EHR

- Documents and verifies all episodes of healthcare whenever where ever they take place
- Provides immediate access to data
- Processes data in a variety of ways to support better decision making for patient care and clinical and health services research
- Increases efficiency of healthcare organizations and decreases the cost of services
- Ensures confidentiality of participant data
- Improves the quality of care and promotes wellness of the population



# Barriers to Interoperability are being Overcome with Improved Data Sets for Better Health Outcomes and Lower Delivery Costs

- SimplyWell intervenes early with individuals who are not receiving consistent treatment – PHR is accepted and owned by participant
- SimplyWell allows structured data capture at every patient/participant touch point
- SimplyWell eliminates reliance on business data (encounter and pharmacy claims) for clinical information and replaces it with actual participant lab and biometrics
- Preventive and Predictive Intervention Strategies for Risk Mitigation, Minimization and Management (instead of Reactive Intervention)
- SimplyWell allows extraction of aggregate patient data into an analysis repository
- SimplyWell can look at patient sub-populations by disease
- Rapid Retrospective Studies: daily monitoring of conditions
- Once queries and reports established, they can be run quickly without disruption of the system

# Consent, Authorization and Control

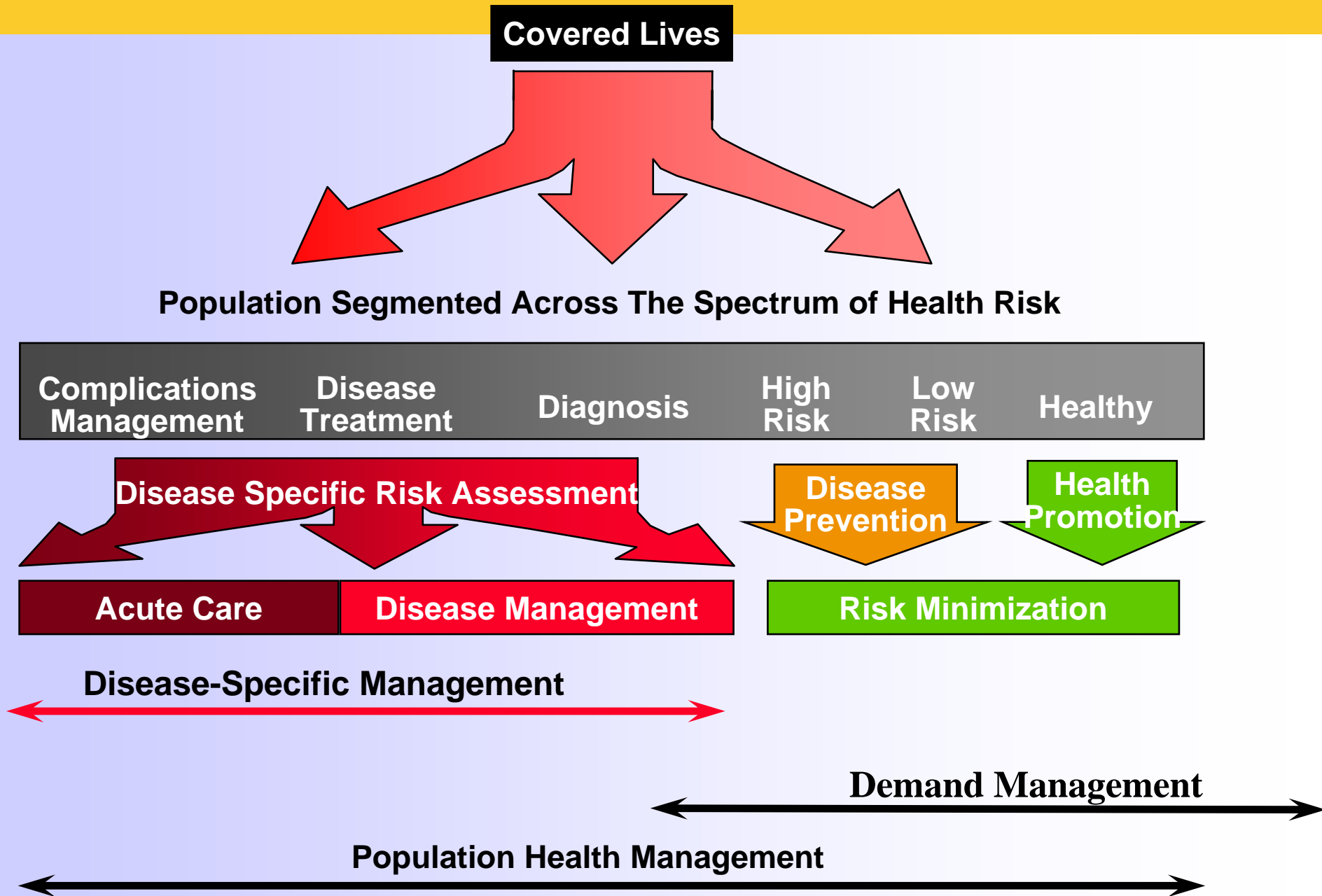
## Participant/Patient is Always in Control

- Participant/Patient accepts SimplyWell User Agreement and Disclaimers
- Participant/Patient's signature is captured at the worksite and/or clinic touch point (or each time lab is drawn)
- Participant/Patient selects unique User ID, Password and Security Questions
- Participant/Patient affirmatively directs the application to generate a unique User ID and Password for each member of the Participant/Patient's care team
- Participant/Patient affirmatively releases the unique User ID and Password to the individual care team member
- Participant/Patient affirmatively selects the length of time each member of the care team has access to Participant/Patient's PHR
- Access audit trail is provided at Participant/Patient request
- Participants/Patients are granting access to family members as well as clinicians





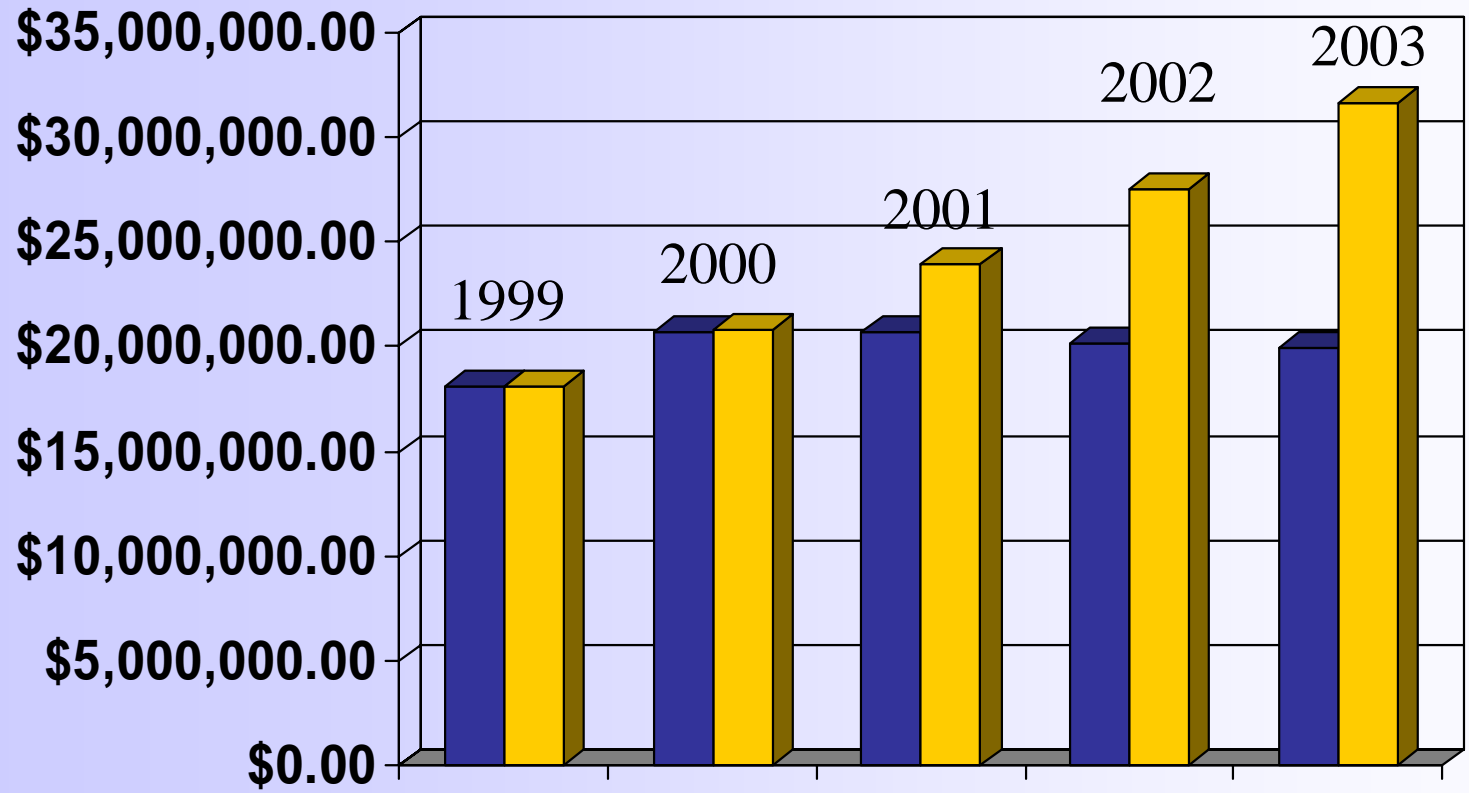
# How SimplyWell Reaches and Stratifies a Population by Disease and Risk



# Results/RIO: Actual Costs PEPY – 4800 Life Group

SimplyWell Alpha Site ~ Since 1998

## Per Year Total



Actual	\$3,779	\$4,308	\$4,338	\$4,207	\$4,145
Expected	\$3,778	\$4,346	\$4,998	\$5,748	\$6,610

Actual costs  
Expected cost





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