Ridgeview Medical Center & Clinics
“Community Health Network Strategy”

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Ridgeview Background

- Community based health system residing 30 miles SW of major metropolitan area
- 109 bed hospital, 12 clinics, 100 employed providers, HC, HME, Hospice, Ambulance etc.
- Area's first 24/7 freestanding ED/UC
- HealthGrades top 5% patient experience, top 10% for patient safety
- Highly competitive eastern market with big health systems dominating, each with payor relationships
- Other 50% of medical staff - independent clinics

Overarching Strategic Questions

- How will we assure **access to the consumer**?
  - Who will play with us…against us
- What is our **risk tolerance** level?
- How are we **positioned** for an openly competitive market?
  - Scope, scale, awareness
  - patient satisfaction
  - Quality & cost
  - IT/Informatics
  - Physician engagement/alignment

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Payor Strategy Analysis

Ridgeview Community Health Network - *Payor Profile*		
Payor Profile	**Payer Product Specialization**	**Network Competition Model**
Payor A	Small & Large group narrow network, FI or SI.	Narrow Network composition
Payor B	Private exchange, small and large group FI, small group SI	4 total Care Systems in private competitive environment, price and access important.
Payor C	Narrow Network FI, SI	Own Employed group leveraged by payor, opportunity is second level of cost tiering
Payor D	Public Exchange for small group and Individual	Open exchange in competitive market, price and quality factors
Payor E	Open Access PPO	No differentiators
Payor F	Open Access PPO	No differentiators

Ridgeview Community Health Network - *Product Participation Matrix*				
Market Segment	**Public HIX**	**Private HIX**	**Narrow/Tiered Network**	**Open Access Network**
Individual	D			A,B,C,D,E,F
Small Group Employers				
FI	D	B	A,C	A,B,C,D,E,F
SI	D	B	A,C	A,B,C,D,E,F
Large Group Employers				
FI		B	A,C	A,B,C,D,E,F
SI			A,C	A,B,C,D,E,F

Ridgeview Connect
via MedicaMyPlan

- Private health exchange – effective date Nov. 1, 2012
- Narrow network consisting of Ridgeview "Friends & Family"
- Leverage customer focused strengths of Medica and the community based providers with which we partner
- Opportunity to expand our commitment to providing the highest quality of personalized care to a captured market
- Leverage Ridgeview's low cost position and uses Price/Cost as a differentiator

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Insurance Exchange Portal

Your Options » Insurance

Your *balances* and *options* are based on your need for **Employee Only coverage**. Change who you want to cover

Insurance Dollars

$6,000.00

Show amounts as:
Monthly Yearly

Sort Results by:

Our recommendation

Cost:

Deductible:

Show plans with:

- [x] HSA
- [x] Copay

Provider Network(s):

- [ ] Passport

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GREAT MATCH

$500.00	$500	80%		MEDICA
monthly premium	deductible	coinsurance	NOT eligible for an HSA	

Bookmark this plan... | Is my doctor in-network? | Why this plan is a Great Match

Choose | More Payment & Plan Details | Compare this plan

Open Access

GREAT MATCH

$530.00	$500	80%		MEDICA
monthly premium	deductible	coinsurance	NOT eligible for an HSA	

Bookmark this plan... | Is my doctor in-network? ? | Why this plan is a Great Match

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Member Benefits

- "Welcome to Ridgeview" onboarding call
- Free "Meet and Greet a Ridgeview Primary Care Provider"
- Free "FIT" wellness class series or training sessions with an athletic trainer/physical therapist
- Family Health Manager - consumer wellness portal/HRA
- Medica CallLink Nurse Line customized for RMC
- Additional new patient/member welcome and onboarding leveraging Medica's customer service area
- Same-day appointments and team based care model

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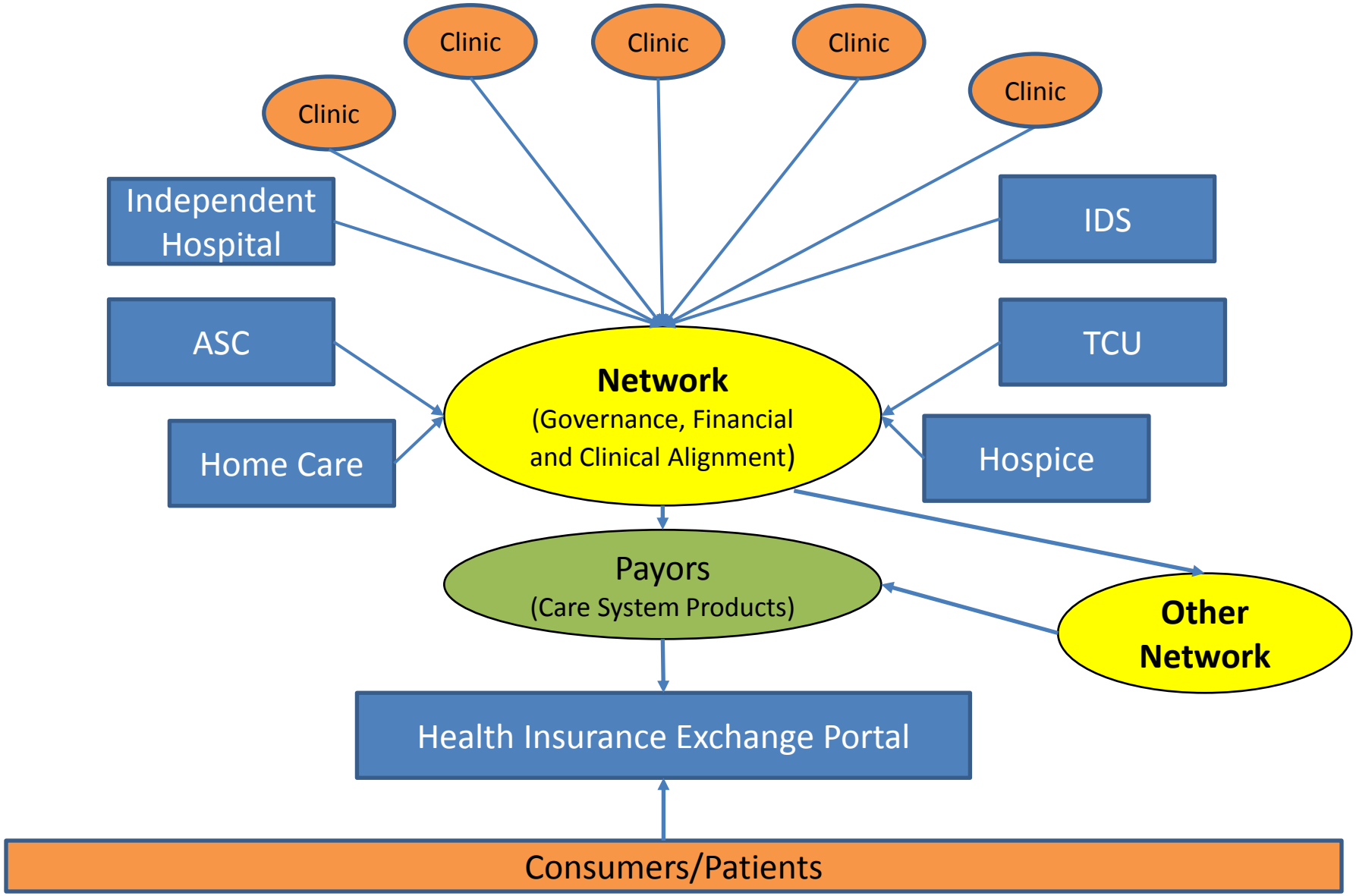
Ridgeview Community Health Network