



School Board of Polk County - PPO Through December 31, 2009

Health Dialog Program



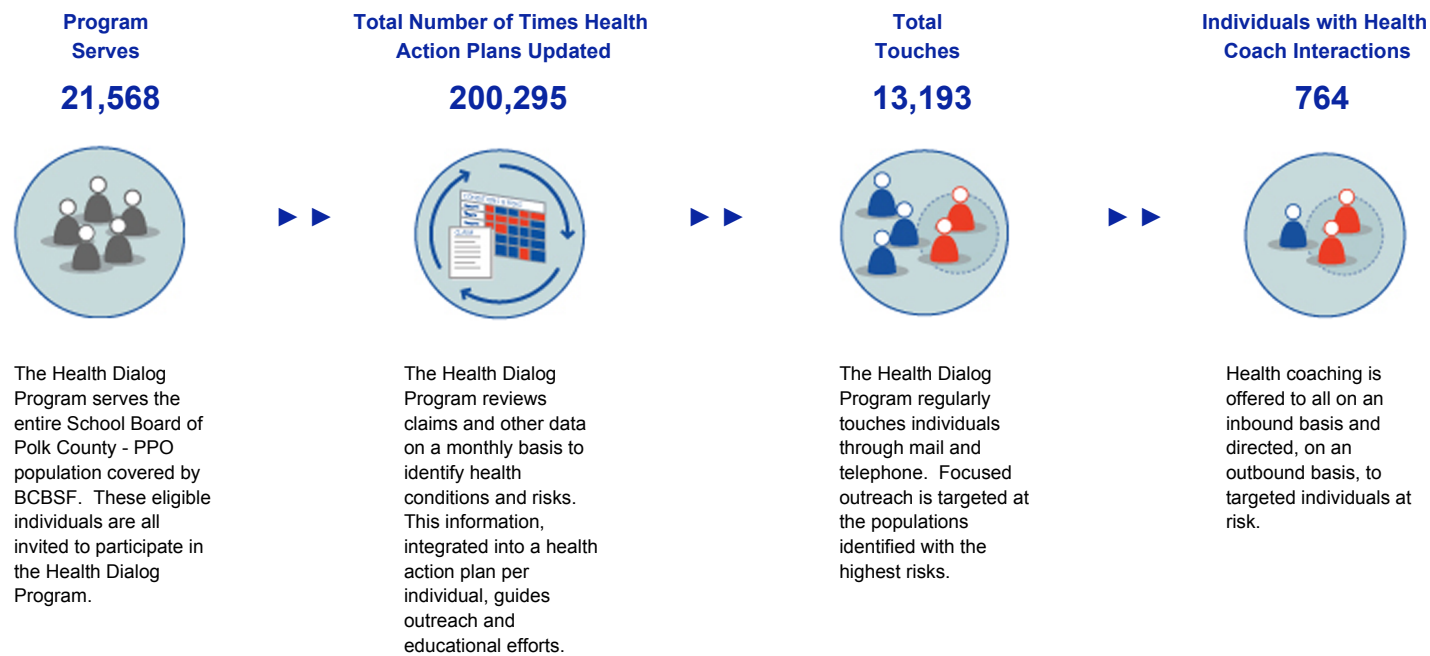
**BlueCross BlueShield
of Florida**

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Health Dialog 

OVERVIEW

Health Dialog Program delivers services that encourage individuals to participate actively in managing their health and to have meaningful collaborative discussions with their physicians. Leveraging sophisticated analytics, the program targets high risk individuals who will most benefit from the services. This approach enables Health Dialog Program to address the underlying drivers of cost and achieve the right rate of care within the population.



Notes:
 Except as noted, all data presented reflect eligibility and program activities within the 12-month period ending on the last day of the reporting period. Data are not annualized for groups that have not participated in the program for less than 12 months.

ASSESSMENTS OF CONDITIONS AND RISKS

Health Dialog Program reviews medical claims and other data on a monthly basis to identify individuals with important health conditions and risks. Other data (such as hospitalization notices and referrals) are assessed on a more frequent basis. This identification and stratification process creates the foundation for outreach activities in the Health Dialog Program.

Total Population For:
School Board of Polk County - PPO

21,568

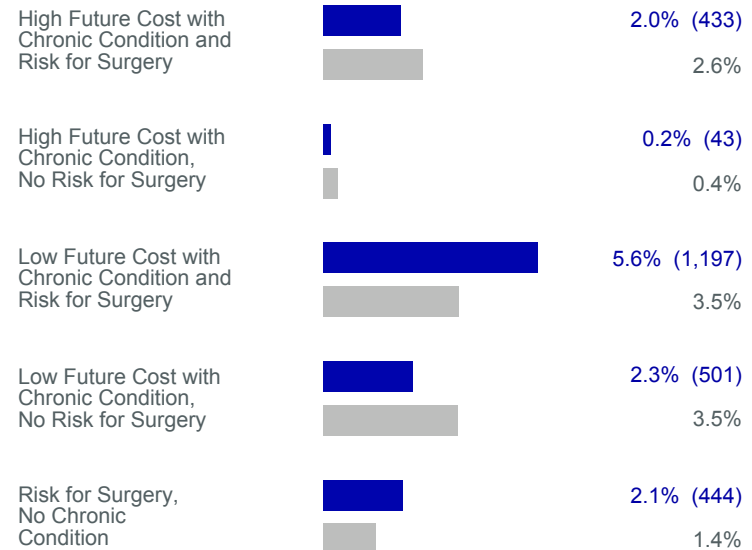
Total Number of Times Health Action Plans Updated:

200,295

Targeted Individuals as a Percentage of Total Population within Past 12 Months (Number of Individuals)



Targeted Individuals as a Percentage of Total Population within Past 12 Months (Number of Individuals)



Notes:
 Total Number of Times Health Action Plans Updated: Total number of months that members' claims and other records are processed to identify chronic conditions and determine financial risk, clinical gaps in care, hospitalizations, and risk for select major surgeries.
 Individuals grouped into mutually exclusive categories. Cohorts are in hierarchical order, moving from the top down.
 Targeted Individuals: Eligible individuals who have one or more identified chronic conditions (asthma, coronary heart disease, heart failure, chronic obstructive pulmonary disease, or diabetes) and/or are at high risk for select major surgeries (lumbar back surgery, knee surgery, hip surgery, cardiac revascularization, hysterectomy, or benign prostatectomy).
 High Future Cost with Chronic Condition and Risk for Surgery: Eligible individuals who have one or more identified chronic conditions (asthma, coronary heart disease, heart failure, chronic obstructive pulmonary disease, or diabetes) with high predicted financial risk and risk for select major surgeries, who have been targeted in one or more campaigns in the prior twelve month period.
 High Future Cost with Chronic Condition, No Risk for Surgery: Eligible individuals who have one or more identified chronic conditions with high predicted financial risk. These individuals have not been identified with risk for select major surgeries.
 Low Future Cost with Chronic Conditions and Risk for Surgery: Eligible individuals, who have one or more identified chronic condition, do not have high predicted financial risk, who are at risk for select major surgeries, and have been targeted in one or more campaigns in the prior twelve month period.
 Low Future Cost with Chronic Condition, No Risk for Surgery: Eligible individuals who have one or more identified chronic conditions but do not have high predicted financial risk in the last 12 months. These individuals have not been identified at high risk for major surgeries.
 Risk for Surgery, No Chronic Condition: Eligible individuals who are at risk for select major surgeries and have been targeted in one or more campaigns but do not have identified chronic conditions.
 Comparable population information is derived from data for the entire population in the program. As appropriate, adjustments are made for product mix.
 PSC prevalence reflects revised model for members at risk for revascularization. (December 2008)
 High risk identification reflects revised financial risk model (effective July 15, 2009). An initial redistribution between high and low risk cohorts is expected, causing a slight increase in the high risk cohorts. Shifting should level out over the next 12 months.

TOUCHES

Health Dialog Program regularly touches the School Board of Polk County - PPO population through mail and telephone.

Total Population For:
School Board of Polk County - PPO

21,568

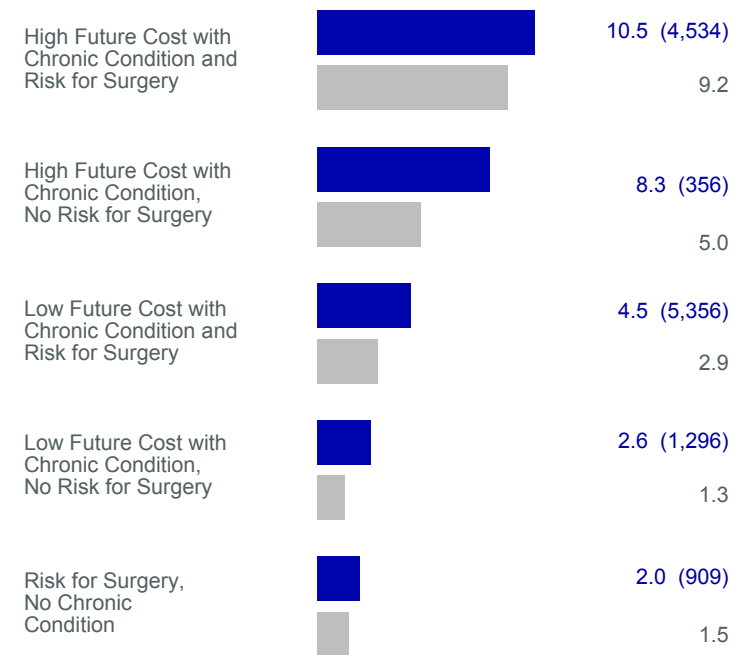
Total Touches by Program:

Within Past 12 Months: **13,193**

Average Number of Times Targeted Individuals were
Touched by Program (Total Touches)



Average Number of Times Targeted Individuals were
Touched by Program (Total Touches)



Notes:
 Individuals are grouped into mutually exclusive categories (see Glossary for detailed definitions of categories).
 Touches: The average number of times the program has reached out to and/or interacted with individuals, including inbound calls, connected AutoDialog® calls, outbound call attempts and connected calls from a Health Coach, outreach mailings, educational mailings (including videos), and Dialog Center® Web site visits. AutoDialog® is a trademark of Health Dialog Services Corporation. Dialog Center® is a registered trademark of Health Dialog Services Corporation.
 Comparable population information is derived from data for the entire population in the program. As appropriate, adjustments are made for product mix.
 Except as noted, all data presented on this page reflect eligibility and program activities within the 12-month period ending on the last day of the reporting period. Data are not annualized for groups that have not participated in the program for less than 12 months.
 High risk identification reflects revised financial risk model (effective July 15, 2009). An initial redistribution between high and low risk cohorts is expected, causing a slight increase in the high risk cohorts. Shifting should level out over the next 12 months.

HEALTH COACH INTERACTIONS

Health Coaching is offered to all eligible individuals on an inbound call basis and directed, on an outbound call basis, to targeted individuals at risk.

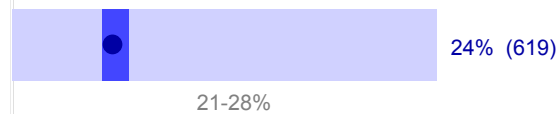
Total Population For:
School Board of Polk County - PPO

21,568

Number of Individuals with Health Coach Interactions:

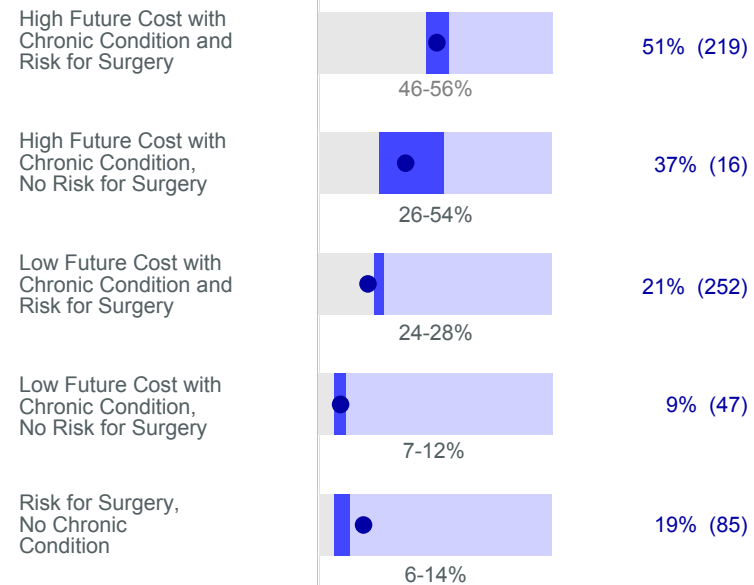
Within Past 12 Months: **764**

Individuals Reached as Percentage of Targeted Population (Number of Individuals Reached)



- School Board of Polk County - PPO: within the Past 12 Months
- Target Range: within the Past 12 Months

Individuals Reached as a Percentage of Targeted Population within the Past 12 Months (Number of Individuals Reached)

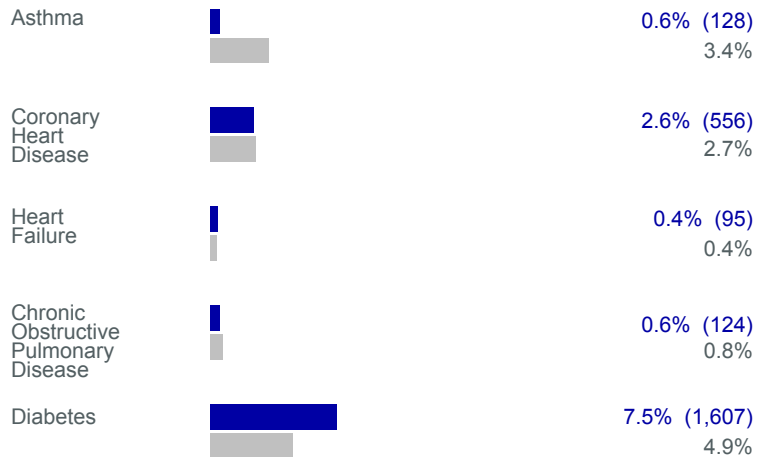


Notes:
 Individuals are grouped into mutually exclusive categories (see Glossary for detailed definitions of categories).
 Cohorts are in hierarchical order, moving from left to right.
 Individuals Reached (Reach Rate): Number of individuals who have one or more calls documented as a result of reaching the individual on an outreach call campaign or have called inbound in the reporting period. Also referred to as Individuals with Health Coach Interactions. Rates are expressed as a percent of eligible individuals.
 Target Range is derived by applying an employer group-level confidence interval (largely dependent on group size) to the overall Health Plan average. Adjustments are made for product mix and time since School Board of Polk County - PPO launched with Health Dialog Program.
 Except as noted, all data presented on this page reflect eligibility and program activities within the 12-month period ending on the last day of the reporting period. Data are not annualized for groups that have not participated in the program for less than 12 months.
 High risk identification reflects revised financial risk model (effective July 15, 2009). An initial redistribution between high and low risk cohorts is expected, causing a slight increase in the high risk cohorts. Shifting should level out over the next 12 months.

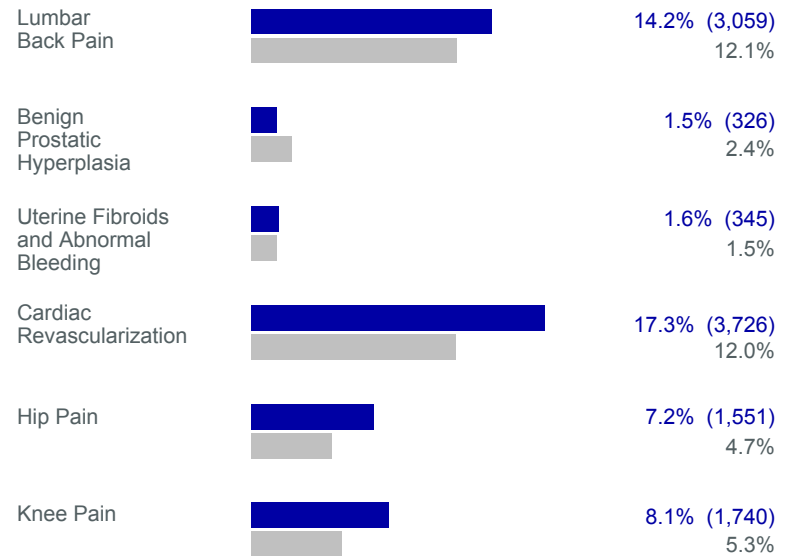
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Provides information about the numbers and percentages of individuals with specific chronic and other conditions and compares them to rates for the health plan as a whole.

Percent of All Individuals Eligible in the Past 12 Months Who Have Been Identified with Chronic Conditions (Number of Individuals)



Percent of All Individuals Eligible in the Past 12 Months Who Have Been Identified with Any Risk for Select Major Surgeries for the Following Conditions (Number of Individuals)



■ School Board of Polk County - PPO
■ BCBSF Comparable Population

Notes:
 Number of eligible individuals with specific chronic conditions or identified to be at any risk for selected major surgeries based on claims analysis. Rates are expressed as a percentage of the total eligible population. Individuals can be counted in multiple categories if they have more than one condition.
 Individuals with chronic conditions: Individuals identified with a chronic condition at any point in the program are considered thereafter to have a condition.
 Individuals with risk for select major surgeries: Individuals identified with some risk for surgery for preference-sensitive conditions (care on which medical evidence is mixed and individuals' values and preference should play a significant role). Individuals with these risks are also highly likely to have future non-surgical care and expense for these conditions. Individuals identified at any point for risk for the select major surgery in the past 12 months is considered to have that risk in the reporting period.
 Small differences in percentages are reflected visually in the chart although numeric figures may be identical. These differences are due to rounding in underlying data.
 Comparable population information is derived from data for the entire population in the program. As appropriate, adjustments are made for product mix.
 All data presented on this page reflect eligibility and program activities within the 12-month period ending on the last day of the reporting period. Data are not annualized for groups that have not participated in the program for less than 12 months.
 PSC prevalence reflects revised model for members at risk for revascularization. (December 2008)

Quantifies the depth of interactions between individuals and Health Dialog Program and compares interaction rates to expectations based on comparable populations.

	High Future Cost with Chronic Condition and Risk for Surgery	High Future Cost with Chronic Condition, No Risk for Surgery	Low Future Cost with Chronic Condition and Risk for Surgery	Low Future Cost with Chronic Condition, No Risk for Surgery	Risk for Surgery, No Chronic Condition	Remaining Non-Targeted Population	Total Population
Total Number of Eligible Individuals	433	43	1,197	501	444	18,950	21,568
Attempt Rate							
Number of Individuals with Outbound Attempts or Inbound Calls	331	26	320	53	105	165	1,000
Attempt Rate	76.4%	60.5%	26.7%	10.6%	23.7%	0.9%	4.6%
Reach Rate							
Number of Individuals Reached	219	16	252	47	85	145	764
Reach Rate	50.6%	37.2%	21.1%	9.4%	19.1%	0.8%	3.5%
Target Range	46.3-55.7%	26.0-54.0%	23.7-28.3%	6.5-11.7%	6.4-13.6%	0.4-0.7%	3.0-4.0%

Notes:
 Individuals are grouped into mutually exclusive categories (see Glossary for detailed definitions of categories).
 Cohorts are in hierarchical order, moving from left to right.
 Number of Individuals with Outbound Attempts or Inbound Calls (Attempt Rate): Number of individuals who have been attempted in an outreach call campaign (but not necessarily reached) by a Health Coach and/or have called inbound in the reporting period. Rates are expressed as a percent of eligible individuals.
 Individuals Reached (Reach Rate): Number of individuals who have one or more calls documented as a result of reaching the individual on an outreach call campaign or have called inbound in the reporting period. Rates are expressed as a percent of eligible individuals.
 Target Range is derived by applying an employer group-level confidence interval (largely dependent on group size) to the overall Health Plan average. Adjustments are made for product mix and time since School Board of Polk County - PPO launched with Health Dialog Program.
 All data presented on this page reflect eligibility and program activities within the 12-month period ending on the last day of the reporting period. Data are not annualized for groups that have not participated in the program for less than 12 months.

Provides information on the volume of interactions between individuals and Health Dialog Program in order to measure general program awareness, outreach activity and operational performance.

	High Future Cost with Chronic Condition and Risk for Surgery	High Future Cost with Chronic Condition, No Risk for Surgery	Low Future Cost with Chronic Condition and Risk for Surgery	Low Future Cost with Chronic Condition, No Risk for Surgery	Risk for Surgery, No Chronic Condition	Remaining Non-Targeted Population	Total Population
Total Number of Eligible Individuals	433	43	1,197	501	444	18,950	21,568
Telephonic Activity							
Total Phone Attempts	2,276	162	1,005	137	276	252	4,108
Total Calls	467	28	655	98	298	193	1,739
Total Health Coach Calls	400	22	433	62	123	191	1,231
Inbound Calls	88	7	225	36	67	145	568
Inbound Call Rate Per 1,000 Individuals	203/1,000	163/1,000	188/1,000	72/1,000	151/1,000	8/1,000	26/1,000
Overall Health Plan Inbound Call Rate	149/1,000	100/1,000	109/1,000	31/1,000	76/1,000	4/1,000	16/1,000
Outbound Calls	312	15	208	26	56	46	663
Total AutoDialog® Calls	67	6	222	36	175	2	508

Notes:
 Individuals are grouped into mutually exclusive categories (see Glossary for detailed definitions of categories).
 Total Phone Attempts: Total number of documented phone attempts (and related reaches) to individuals in outreach call campaigns by a Health Coach.
 Total Calls: Total number of calls to and from individuals to the program including inbound calls and connected outreach calls by a Health Coach or AutoDialog®.
 Total Health Coach Calls: Total number of calls to and from individuals to the program including inbound calls and outreach calls by a Health Coach.
 Inbound Calls (Rate): Total number of calls from individuals to the program. Rates are expressed as the number of inbound calls per 1,000 eligible individuals.
 Outbound Calls: Total number of calls documented as a result of reaching individuals on an outreach call campaign by a Health Coach.
 Total AutoDialog® Calls: Total number of calls documented as a result of reaching individuals on outreach call campaigns by AutoDialog®. AutoDialog® is a trademark of Health Dialog Services Corporation. Used with permission.
 Comparable population information is derived from data for the entire population in the program. As appropriate, adjustments are made for product mix.
 All data presented on this page reflect eligibility and program activities within the 12-month period ending on the last day of the reporting period. Data are not annualized for groups that have not participated in the program for less than 12 months.

	High Future Cost with Chronic Condition and Risk for Surgery	High Future Cost with Chronic Condition, No Risk for Surgery	Low Future Cost with Chronic Condition and Risk for Surgery	Low Future Cost with Chronic Condition, No Risk for Surgery	Risk for Surgery, No Chronic Condition	Remaining Non-Targeted Population	Total Population
Total Number of Eligible Individuals	433	43	1,197	501	444	18,950	21,568
Mail Activity							
Total Mailings	2,103	181	3,901	1,087	391	324	7,987
Outreach and Educational Mailings	2,080	178	3,842	1,079	370	317	7,866
Videos Sent	23	3	59	8	21	7	121
Dialog Center® Activity							
Total Individuals Registered	0	0	3	0	0	19	22
Dialog Center® Registration Rate per 1,000 Individuals	0.0	0.0	2.5	0.0	0.0	1.0	1.0
Total Dialog Center® Traffic (visits)	0	0	3	0	0	19	22
Operational Performance							
Opt Out Rate	6%	0%	<1%	<1%	<1%	<1%	<1%
Invalid Phone Number Rate	24%	23%	10%	12%	8%	34%	31%
Overall Health Plan Invalid Phone Number Rate	33%	37%	20%	23%	18%	41%	38%

Notes:

Individuals are grouped into mutually exclusive categories (see Glossary for detailed definitions of categories).
 Total Mailings: Total number of pieces of literature, materials, or videos mailed to individuals in the reporting period.
 Outreach and Educational Mailings: Total number of non-video mailings sent to individuals including booklets, information packets, and magnets.
 Videos Sent: Total number of videos mailed to individuals.
 Total Individuals Registered to Dialog Center® (Rate): Number of individuals registering in this reporting period on the Dialog Center® Web site. Rates are expressed as a rate per 1,000 eligible individuals.
 Dialog Center® is a registered trademark of Health Dialog Services Corporation.
 Dialog Center® Traffic (visits): Total number of visits or hits to the Dialog Center® Web site in the reporting period.
 Opt Out Rate: Percentage of individuals who have opted out of the program including those asking not to be called or contacted.
 Invalid Phone Number Rate: Percentage of individuals for whom the phone number provided to the program is invalid or missing.
 Comparable population information is derived from data for the entire population in the program. As appropriate, adjustments are made for product mix.
 All data presented on this page reflect eligibility and program activities within the 12-month period ending on the last day of the reporting period.

ABOUT THIS REPORT

This report is intended to provide data to help monitor performance against targets for key measures.

Individuals are categorized into only one of six mutually-exclusive categories and classified as either chronically ill or not chronically ill. The following chronic conditions are identified to categorize individuals: asthma, coronary heart disease, chronic obstructive pulmonary disease, heart failure, and diabetes. Individuals with chronic conditions are hierarchically classified into four tiers: High Future Cost with Chronic Condition and Risk for Surgery, High Future Cost with Chronic Condition and No Risk for Surgery, Low Future Cost with Chronic Condition and Risk for Surgery, and Low Future Cost with Chronic Condition and No Risk for Surgery. Individuals who do not have identified chronic conditions are classified into two cohorts: Risk for Surgery with No Chronic Condition, and No Risk for Surgery with No Chronic Condition. Select major surgeries include: lumbar back surgery, hip surgery, knee surgery, cardiac revascularization, hysterectomy, and benign prostatectomy.

Target ranges within the report are derived from measures from similar populations within this health plan. Targets are defined as ranges of performance to account for natural and expected variation in data availability, risks, receptivity, and program impact.

Except as noted, measures in this report:

- **Reflect program activities within the 12-month period ending on the last day of the reporting period, and when presented, program to date activities,**
- **Data are not annualized for groups that have not participated in the program for less than 12 months,**
- **Include individuals who are eligible for Health Dialog Program within the 12-month period ending on the last day of the reporting period, and**
- **Reference individuals' conditions that have been identified up until the 15th of the last month in the reporting period.**

Eligible Individuals:

Individuals who are eligible for Health Dialog Program services at any point in the last twelve months.

Health Coach:

Health Coaches are specially trained healthcare professionals such as nurses, dietitians, and respiratory therapists who are available through the program.

High Future Cost with Chronic Condition and No Risk for Surgery:

Eligible individuals who have one or more identified chronic conditions with high predicted financial risk. These individuals have not been identified with risk for select major surgeries.

High Future Cost with Chronic Condition and Risk for Surgery:

Eligible individuals who have one or more identified chronic conditions (asthma, coronary heart disease, heart failure, chronic obstructive pulmonary disease, or diabetes) with high predicted financial risk and risk for select major surgeries, who have been targeted in one or more campaigns in the prior twelve month period.

Inbound Calls (Rate):

Total number of calls from individuals to the program. Rates are expressed as the number of inbound calls per 1,000 eligible individuals.

Individuals Reached (Reach Rate):

Number of individuals who have one or more calls documented as a result of reaching the individual on an outreach call campaign or have called inbound in the reporting period. Rates are expressed as a percent of eligible individuals.

Invalid Phone Number Rate:

Percentage of individuals for whom the phone number provided to the program is invalid or missing.

Low Future Cost with Chronic Condition and No Risk for Surgery:

Eligible individuals who have one or more identified chronic conditions but do not have high predicted financial risk in the past 12 months. These individuals have not been identified with high risk for select major surgeries.

Low Future Cost with Chronic Condition and Risk for Surgery:

Eligible individuals, who have one or more identified chronic condition, do not have high predicted financial risk, who are at risk for select major surgeries, and have been targeted in one or more campaigns in the prior twelve month period.

Number of Individuals with Outbound Attempts or Inbound Calls (Attempt Rate):

Number of individuals who have been attempted in an outbound call campaign (but not necessarily reached) by a Health Coach and/or have called inbound in the reporting period. Rates are expressed as a percent of eligible individuals.

Opt Out Rate:

Percentage of individuals who have opted out of the program including those asking not to be called or contacted.

Outbound Calls:

Total number of calls documented as a result of reaching the individual on an outreach call campaign by a Health Coach.

Outreach and Educational Mailings:

Total number of non-video mailings sent to individuals including booklets, information packets, and magnets.

Remaining Non-Targeted Population:

Eligible individuals who have not been included in any targeted campaigns in the prior twelve month period.

Risk for Surgery with No Chronic Condition:

Eligible individuals who are at risk for select major surgeries and have been targeted in one or more campaigns in the prior twelve month period but do not have identified chronic conditions.

Targeted Individuals:

Eligible individuals who are at high risk for select major surgeries and/or those who have identified chronic conditions.

Total AutoDialog® Calls:

Total number of calls documented as a result of reaching individuals on outreach call campaigns by AutoDialog®.

Total Calls:

Total number of calls to the program including inbound calls and connected outreach calls by a Health Coach or AutoDialog®.

Total Dialog Center® Traffic (visits):

Total number of visits or hits to the Dialog Center® Web site in the reporting period.

Total Health Coach Calls:

Total number of calls to and from individuals to the program including inbound and outreach calls by a Health Coach.

Total Individuals Registered to Dialog Center® (Rate):

Number of individuals registered to the Dialog Center® Web site in the reporting period. Rates are expressed as a percent of eligible individuals.

Total Mailings:

Total number of pieces of literature, materials, or videos mailed to individuals in the reporting period.

Total Number of Times Health Action Plans Updated:

Total number of months that members' claims and other records are processed to identify chronic conditions and determine financial risk, clinical gaps in care, hospitalizations, and risk for select major surgeries. Members are counted every month their claims and other records are processed.

Total Phone Attempts:

Total number of documented phone attempts (and related reaches) to individuals in outreach call campaigns by a Health Coach.

Touches:

Total number of times the program has outreached to and/or interacted with individuals including inbound calls, connected AutoDialog® calls, outbound call attempts and connected calls from a Health Coach, outreach mailings and education mailings (including videos) and Dialog Center® traffic.

Videos Sent:

Total number of videos mailed to individuals.