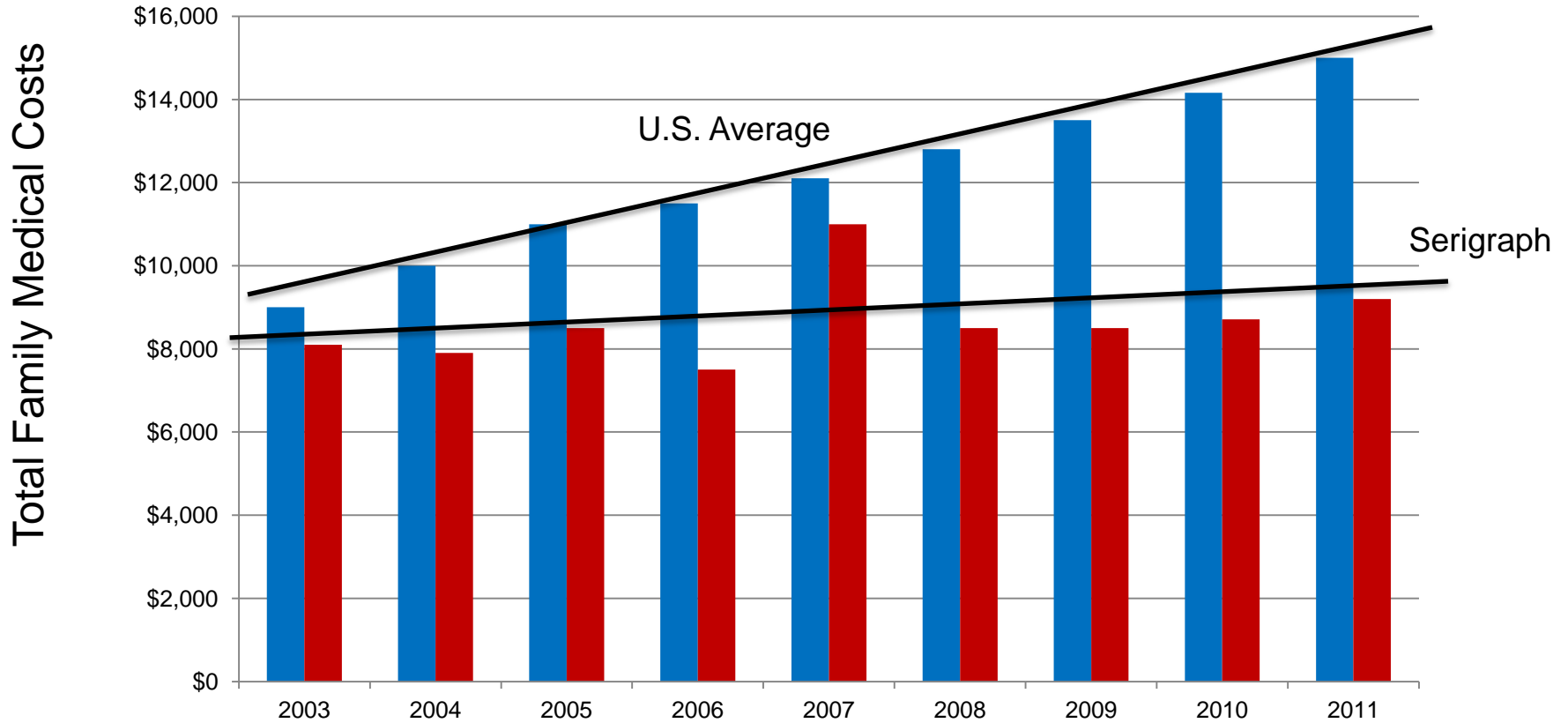


# The Serigraph Prescription



# Serigraph Average Increase <2.8%

National Trend: 7%



# Five Behavior Changes Needed for Reform

- How employees utilize medical services
- How they purchase care
- How they live their lives for personal health
- How they follow regimens for chronic diseases
- How they relate to doctors



# Essence of Serigraph Health Plan

- Consumer-Driven Platform
  - Self-Insured with 1100 Lives
  - Consumer-Driven Features
    - \$1500 Deductible
    - 30% Co-Insurance
    - \$3120 Family Personal Health Account
    - Lowered Premiums
    - Maximum Out-of-Pocket: \$3250
  - Flexible Spending Accounts
  - Full Transparency Site for Quality, Price
  - Free or Inexpensive Drugs

# Essence of Serigraph Health Plan

- Primary Care Platform
  - Free Primary Care Doctor or \$20 Per Visit
  - Free Onsite Clinic
  - Free Prevention: Mammograms, Pap and Prostate Tests, Colonoscopies
  - Required Annual Mini-Physicals
  - Two Wellness Days Off
  - Individual Health Plans for Co-Workers
  - Track on Population Health

# Essence of Serigraph Health Plan

- Center of Value Platform
  - Elective Surgeries at No Cost to Employees
  - Rebates up to \$2000 at Centers of Value
  - Bundled, All-In Prices
  - Free Hospice Care
  - Medical Tourism
  - Electronic Medical Records

# Hip Replacement Savings

## Hip Replacement

The ranges are bundled pricing

The green star indicates facility/hospitals eligible for a rebate for this procedure. This facility/hospital combines a high number of procedures done with good discounted pricing.

Employees may choose any hospital they prefer and Serigraph is not liable for the decisions made by the employee.

### Hip Replacement 5/2011

**Rebate \$2,000**

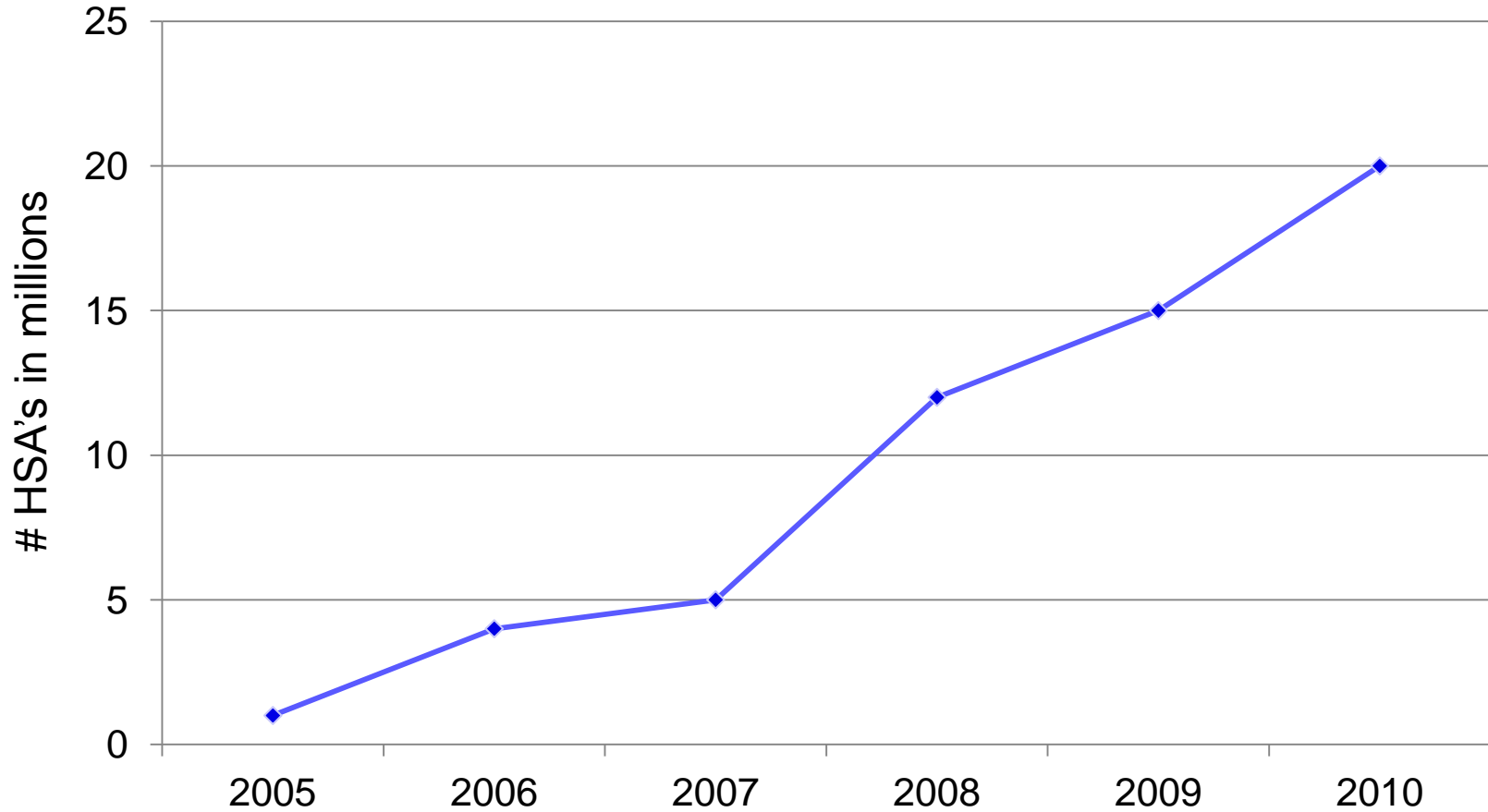
Facility/Hospital	# of Procedures/yr	Length of Stay	Overall Rating	Address, Phone Number	Estimated cost		indicates hospitals eligible for rebate program
						*	
Aurora Sheboygan Memorial Medical Center	179	2.9 days	A	2629 N. 7th St. 920-451-5000	\$23,900 - \$27,100	*	
St. Mary Hospital Ozaukee	144	4.2 days	A	13111 N. Port Washington Rd. 262-243-7300	\$23,900 - \$27,100	*	
Wheaton Franciscan Healthcare - Elmbrook Memorial (Brookfield)	163	3.9 days	A	19333 W. North Ave. 262-785-2000	\$23,900 - \$27,100	*	
Wheaton Franciscan Healthcare - (St. Francis Hospital Milwaukee)	117	3.7 days	B	3237 S 16th St 414-647-5000	\$23,900 - \$27,100	*	
BridgeHealth				Arranged by BridgeHealth			Serigraph will pay 100% for choosing this option
St Agnes Hospital	82	4.4 days	C	420 E Division St 920-921-5812	\$20,730 - \$23,920		
Aurora West Allis Medical Center	179	4.2 days	B	8901 W Lincoln Ave. 414-328-6000	\$27,100 - \$30,300		
Oconomowoc Memorial Hospital	201	3.0 days	B	791 Summit Ave 262-549-9400	\$27,100 - \$30,300		
Waukesha Memorial	303	3.9 days	B	725 American Lane 262-928-2247	\$27,100 - \$30,300		
Community Memorial Hospital (Menomonee Falls)	209	3.8 days	B	W180N8085 Town Hall Rd. 262-257-3700	\$33,490 - \$36,680		
Froedtert Hospital	274	4.0 days	B	9200 W. Wisconsin Ave. 414-805-3000	\$39,800 - \$43,000		

Overall ratings were found on Anthem's website

A = Scored in the top 25% of the hospitals overall

B = Scored in the middle 50% of the hospitals overall

# Health Savings Account Growth







# High Satisfaction Ratings

- Highest Ranking of All Benefits Offered to Employees in Employee Survey.
- Why?
  - Co-Workers Love Being in Control
  - Co-Workers Appreciate Investment in Their Health



# Centers of Value

- No Medication Errors
- No Infections in Operating Rooms
- Same Day Appointments
- Same Day Test Results
- Top Medical Outcomes
- Short Hospital Stays
- Low Prices

# The Healthcare Pyramid is Upside Down

Broken U.S. System

Reformed System

