

February 2015

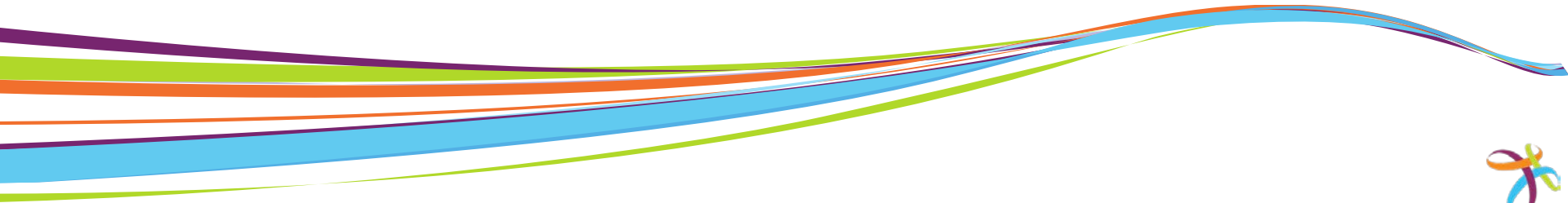


E⁴HEALTH

a bold leap forward in healthcare

Florida Health Care Affordability Summit

About E4 Health



E4 Health Snapshot

Products

1. EAP
2. Wellness
3. Chronic Care Mgt.



500+ Clients, >3 Million Members, 40+ Universities: Service centers in Dallas, St. Louis, NYC, Atlanta, Providence (RI) and Shrewsbury (MA)

Experience: Senior team has average of 30+ years in EAP and Employee Benefits leadership positions

E4 Health, is a Workforce Magazine 2014 “Hot List” Top Ten Company

Strategic Differentiation: Reposition behavioral expertise and leverage technology to improve population health/well-being, and better managed to reduce costs



Organizations We Serve

MetLife®



WESTERN GOVERNORS UNIVERSITY.



St. Louis Community College



jetBlue AIRWAYS®



ST. JOHN'S UNIVERSITY



Universal Health Services, Inc.



CVS



Northeastern University



Market Research

Trends

- Health Care +63%
- Employer costs +51%
- Employee costs +91%
- Employee wages +26%
- ***Lifestyle (Behavior) drives 75% of health risks***
- ***BH comorbidities 3x chronic illness***

Concerns

- Top concern
- Strategies to attract, retain
- Cost shift continues
- Financial *insecurity*/options
- ***Contemporary “solutions” have limited audience and impact***
- ***Poor data analytics/lost opportunity***



Holistic Integration: HealthMap



The E4 Difference

Core Competency: EAP

E4's core competency is EAP (Life Management) expertise—most other programs are delivered by organizations with other product priorities. Behavior drives 75% of health care costs. EAP integration is a primary risk management and prevention strategy.

Key features:

- Experienced, masters-level licensed clinicians
- Strong, clinically-based (Positive Psychology) approach
- No time limits on calls
- EAP integration is the “DNA” in over 600 algorithms



The E4 Difference

HealthMap Population Care Management Platform

Evaluation – stratification/identification of the “right” members based on psychosocial (mood disorders, motivation, lack of social support), biometric and chronic care data.

Engage – Tailored support leveraging SME + smart technology to support a “holistic view of the member” with proactive outreach based on acuity score “priority” need.

Empower – Robust wellness portal capabilities supporting organizational plan design and incentive strategies. Convergent media to drive member awareness and educational needs on diet, nutrition, exercise etc., integration with wireless devices, trackers and data feeds.

Effect – Predictive capabilities based on company size, region, industry and utilization. Return on Value based on actual results.



It's about starting with the “Why” ...not the “What”

Competitors start with the “What”: Biometrics, Gap in Care, Rewards

- Missed follow-up lab work for diabetes

The “Whys” are what
determines the “What”

E4 starts with the “Why”: Holistic Factors

- Angry because her husband has lost his job
- Stressed over finances
- Worried about her son's needs
- Frustrated by weight gain
- Neglecting her health



A Case Study: “Mary”

- 50 year old administrator with autistic child
- Significantly overweight with early signs of diabetic risk from recent biometric tests
- High Stress, not sleeping well
- Knows she needs to lose weight, worried about her deteriorating health
- Has a busy life, but doesn't have the time or energy to change her situation
- E4 interventions include resources for her autistic child, stress management, weight loss group



Mary: E4's Impact

The following table presents a summary of Mary's likely medical utilization, health costs and productivity loss in the next year with and without E4 intervention.

Risk	Utilization	Health Cost w/o intervention	Cost with intervention	Savings
Diabetes	4 Outpatient visits 1 Emergency Room visit Lab tests Antidiabetic medication and supplies	\$7900*	\$1500	\$6400
Stress	3 Outpatient visits Psychotropic meds	\$1500**	0	\$1500
Overweight	No additional visits or meds	\$2741***	0	\$2741
Productivity Loss	136 hours of Absenteeism and Presenteeism @\$25/hour	\$3375**	0	\$3375

**Savings
\$14,816**

* American Diabetes Association

** Internal E4 estimate

*** Cawley and Meyerhoefer (2009)



Wellness Deserves A Strategy

- Support from leadership
- Focus scarce resources on where they'll have the greatest impact.
- Objective is to design cost effective, targeted interventions that produce:
 - *positive health outcomes*
 - *improved quality of life*

Engagement is key:

- Proactive outreach
- Convergent media inspired proprietary *emPower* HRA tool
- Robust wellness portal
- Personalized coaching

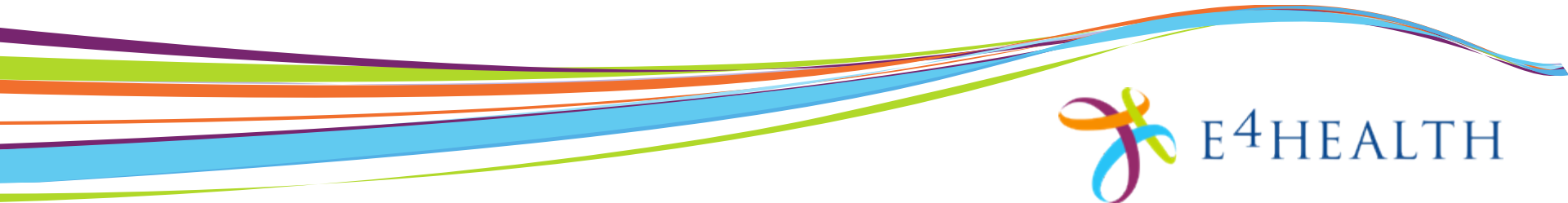
Prevention is the best intervention





Thank You

Questions and Answers



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