

MEDICA®

FOR IMMEDIATE RELEASE
March 24, 2009

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Medica Programs Helping Members Stay Healthy, Saving Money

368,264 Medica Members Benefit from Health Improvement Programs

\$94.1 Million in Medical Expense Saved

Medica programs designed to help its members get healthy and stay that way in 2008 helped improve the lives of 368,264 people who belong to the health plan; notably, 44 percent of those members had not participated in a Medica health improvement program prior to 2008. The programs also reduced medical expenses by more than \$94 million.

Medica's programs are designed to work with all Medica members to keep them healthy or support members living with a chronic condition. Below are descriptions of some of the programs that helped Medica members on the path to better health.

- 241,077 members benefited from preventive health annual reminders, reminding them of the preventive health services they are due to receive.
- 39,748 members benefited from the Fit ChoicesSM by Medica program. Fit Choices is a health club reimbursement program for Medica members who visit a participating health club at least eight times per month. In research conducted by Medica, 94 percent of participants surveyed report improved health since enrolling in the program.
- 38,541 members benefited from using MyHealthManager from MedicaSM, a robust online health improvement resource that includes health assessments and programs that allows participants to act on their health risks.
- 19,484 members benefited from a medication therapy management program for members on five or more maintenance drugs. Each member in the program receives an individualized profile with medication adherence information.
- 14,101 members benefited from Medica's healthy pregnancy program. The program promotes healthy outcomes for mother and baby by encouraging early and ongoing prenatal care, and increasing access to pregnancy-related educational information. It uses a sophisticated proprietary methodology for identifying women most likely to benefit from the program.
- 7,763 members benefited from case management and complex care coordination. The program provides a nurse case manager to participants to help members and provide them with support in making treatment decisions for serious medical conditions.
- 2,562 members participated in Medica's new health and wellness coaching program. The program, introduced in October 2008, provides members with a personal health coach who helps participants set and achieve personal health goals. (Note: The program was in place for only three months in 2008.)

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- 4,988 Medica members also participated in several other health improvement programs, including programs for behavioral health, blood glucose monitoring, clinic-based chronic care management, depression management and medication compliance.

In addition to helping members maintain or improve health, the programs saved money. Cost savings are annualized and reflect the reduction of unnecessary or duplicative medical procedures, using an equally effective but less costly form of treatment, and working with members to develop and maintain healthy lifestyles that result in fewer medical expenses. The savings came from the following areas:

Program	Cost savings
Generic Drugs By the end of 2008, 71 percent of prescription drugs dispensed to Medica members were generic.	\$61.1 million
Complex case management	\$13 million
Radiology Initiative 10 – 20 percent of patients are prescribed an incorrect or inappropriate scan. Medica’s program, the first of its kind in the marketplace, works to reduce this number.	\$10.5 million
Health and Wellness Coaching/Disease Management	\$ 6.8 million
Healthy Pregnancy Program	\$1.9 million
Fit Choices	\$.8 million
TOTAL	\$94.1 million

Medica members interested in participating in a Medica health program can learn more by clicking [here](#).

About Medica

Medica is independently certified for validity in savings measurement by the Disease Management Purchasing Consortium International, Inc.

Medica is a health insurance company headquartered in Minneapolis and active in the Upper Midwest. With nearly 1.4 million members, the non-profit company provides health care coverage in the employer, individual, Medicaid, Medicare and Medicare Part D markets in Minnesota and a growing number of counties in North Dakota, South Dakota and Wisconsin. Medica also offers national network coverage to employers who also have employees outside the Medica regional network.

Medica has the highest accreditation status, Excellent, from the National Committee for Quality Assurance (NCQA®) for its Minnesota Medicaid HMO plans and commercial health plans in Minnesota and North Dakota. Medica’s vision is to become the community’s health plan of choice, trusted for its integrity, respected for its service, and admired for its commitment to innovation and efficiency.

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