

A HEALTH CARE KNOWLEDGE MANAGEMENT SYSTEM: EMPOWERING EMPLOYER-EMPLOYEE CENTRIC MANAGEMENT ASSETS

At Asset Health, we believe that the following seven solution sets are critical in empowering employers in the management of medical plan costs and value; enhancing employee health and productivity:

- *The Problem* – Senior management needs to define the true nature of the employer-employee health care security relationship and the significant commitment needed to achieve change; much more than a high-deductible, “consumer-centric” plan is required.
- *ClientShip* – Senior management must embrace the strategic and the transactional assets needed to successfully manage plan costs. These assets include the following elements, which are described below: leadership, plan design, data analysis, knowledge management, and public policy engagement.
- *Leadership* – Senior management must lead this process actively and in a life mission-oriented way, recognizing that health care is a critical business asset that drives employee productivity and business profitability; health care is *not* simply an expense.
- *Plan Design Management* – Designing the proper plan requires the right strategy, incentives that drive business and employee value, flexible to change, and the effective management of vendors.
- *Data Analysis* – The use of clinical and individual data is an essential strategic asset in managing plan costs and promoting employee well-being, population health management and employee productivity.
- *Knowledge Management* – Management’s use of habitual incentive-based employee training and individual testing is also critical to achieving improved employee health understanding, realized value, personal responsibility and employee adoption of a health security focus.
- *Public Policy Engagement* – Senior management’s strategic investment and active engagement in promoting laws that enhance the marketplace, plan value, employee well-being, employee health productivity, market responsibility and rationality is vital.



AN EMPLOYEE HEALTH AND FINANCIAL WELL-BEING KNOWLEDGE MANAGEMENT DELIVERY SYSTEM

Traditional health insurance is really illness insurance; some might even say it is an illness payment plan. It only pays a benefit when the employee or a covered dependent is ill and requires medical care. It pays, rewards, and costs the most when the employee is the least productive.

A successfully designed and managed consumer-centric health care approach provides employees a health care *security* plan – empowering employees to actively manage health care spending, risk and savings. Such a plan provides direct and indirect rewards to the employee and their dependent(s) for their good health, for their healthy behavior and their efforts to improve their health. The successful delivery of health care education on a habitual, incentive-based basis is a requirement of successful consumer-centric health care security. Asset Health recognizes this reality and the critical importance of a strong and active employee understanding of their health care security, the importance of their health to their financial and emotional well-being, and how best to maintain and/or improve their good health and that of their family.

While many sources of health care content and decision support applications exist, these tools are generally transactional or reference oriented; they are not, on their own, organized or managed by the employer as a strategic asset, nor are they cultivating responsibility, rewarding good health or promoting behavioral change. Rather, they are used at specific, random points without a requirement of learning (testing for specific knowledge attainment – understanding).

Asset Health is a health knowledge management system that requires habitual use, establishes a single (encompassing) employer-controlled knowledge management application and delivers an employer-defined set of curriculum, testing, and knowledge management reporting applications. As such, Asset Health is a health reward – compensation system; that drives increased ability, responsibility, and accountability.

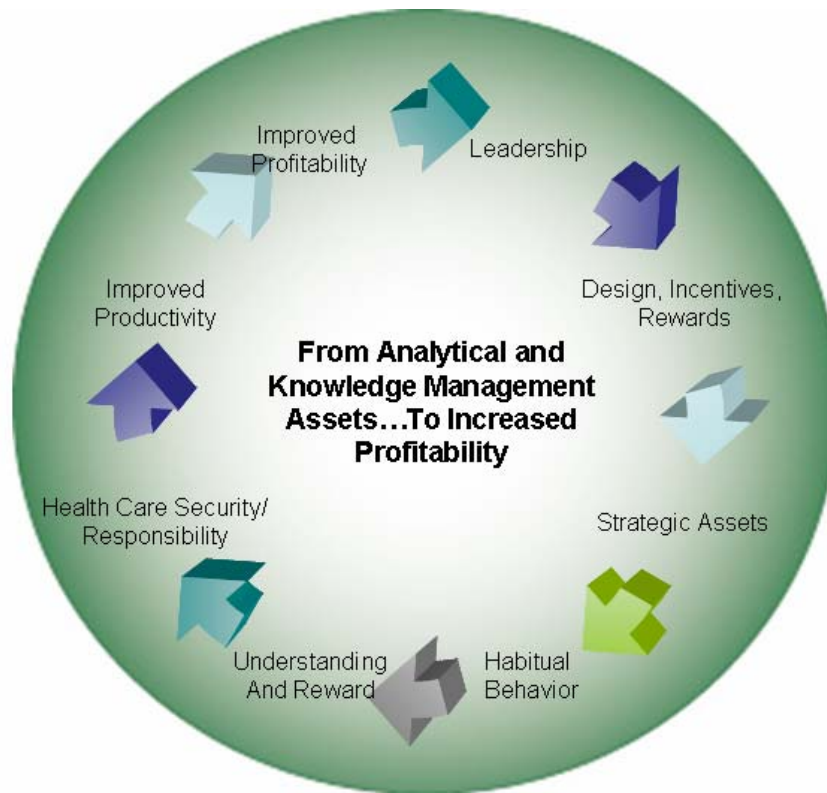
Asset Health is A Strategic Health Care Security Management Asset that provides:

- 1) An employer-controlled application;
- 2) Information and curricula that promotes behavior change;
- 3) An employer-controlled aggregation point for all health care management, decision support and knowledge management applications;
- 4) A comprehensive set of employer-selected curriculum
- 5) A learning-compliance and testing system that ensures understanding of common knowledge (important but general information regarding wellness, the employer plan, and the health care system), individual knowledge (information that is specific to the individual employee's personal health needs), and entertainment knowledge (health content that is delivered in an engaging multimedia format);
- 6) A sophisticated reward system that can provide financial incentives, such as payments to employees' Health Care Flexible Spending Account, when employees prove a certain level of knowledge or behavior change; and
- 7) A complete employer reporting application on individual employee and dependent use of the system that includes reporting on the specific curriculum studied, tests taken and rewards earned.

Asset Health's learning-knowledge management application provides employers with a critical focal point in their efforts to drive employee understanding, resulting in population-wide employee behavior and employee engagement in the relevance of their health care to their total compensation, their health care security and their financial well-being.

The Passion to Drive Real Solutions

Asset Health's knowledge management systems solutions are driven by a professional team of health care and employee benefit professionals that are proven and passionate in their mission to provide to employers and employees with real solutions that drive greater value, health care security, productivity and profitability to our client partners.



For a detailed presentation on Asset Health, our Knowledge Management Systems, and how Asset Health can help successfully assist you in the management of your employee centric health care culture, please contact Asset Health at 866-734-5318 or visit www.assethealth.com.