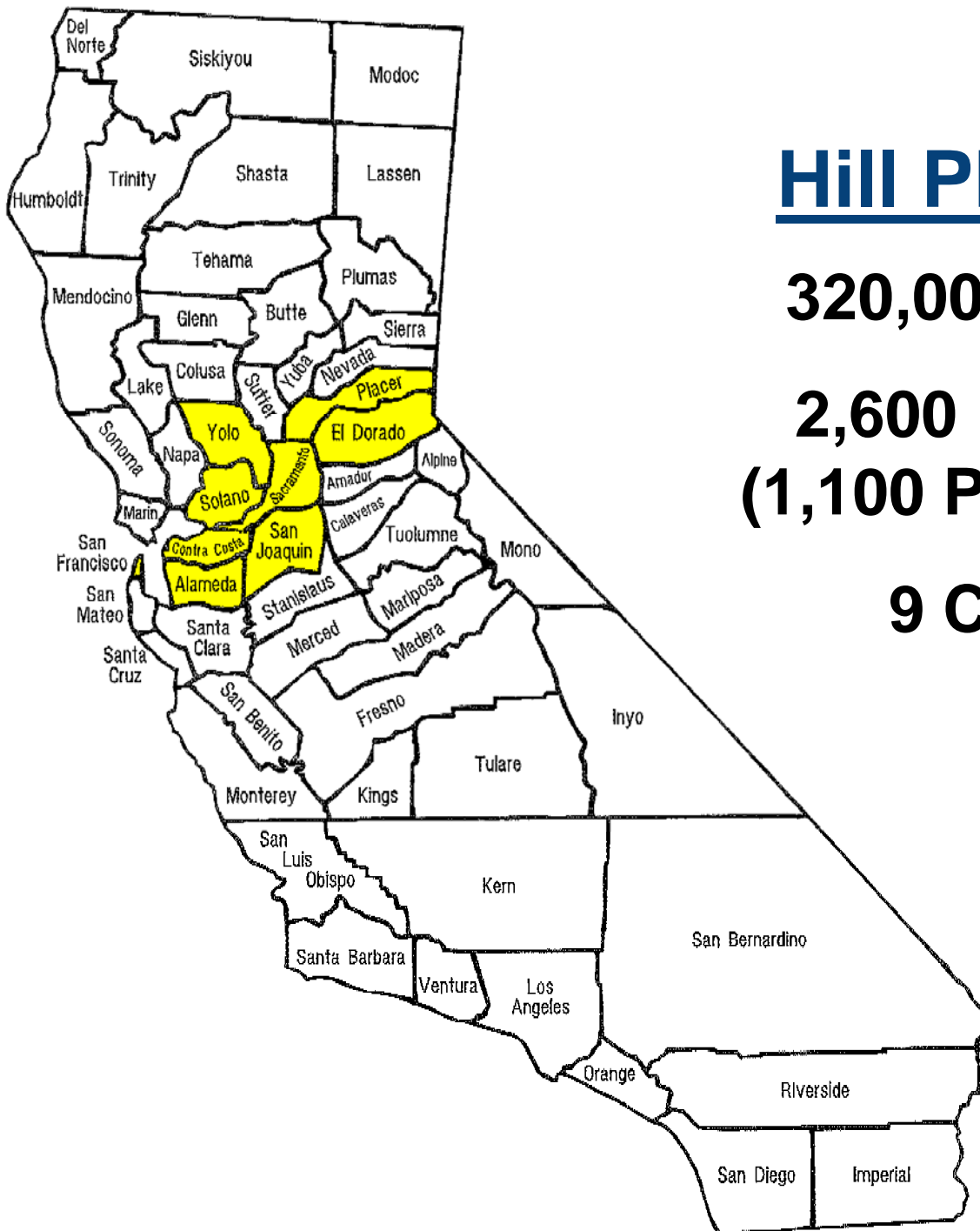


From Underdog to Hot Dog

Presented by Paula M. Friend
September 24, 2009



Hill Physicians

320,000 Members

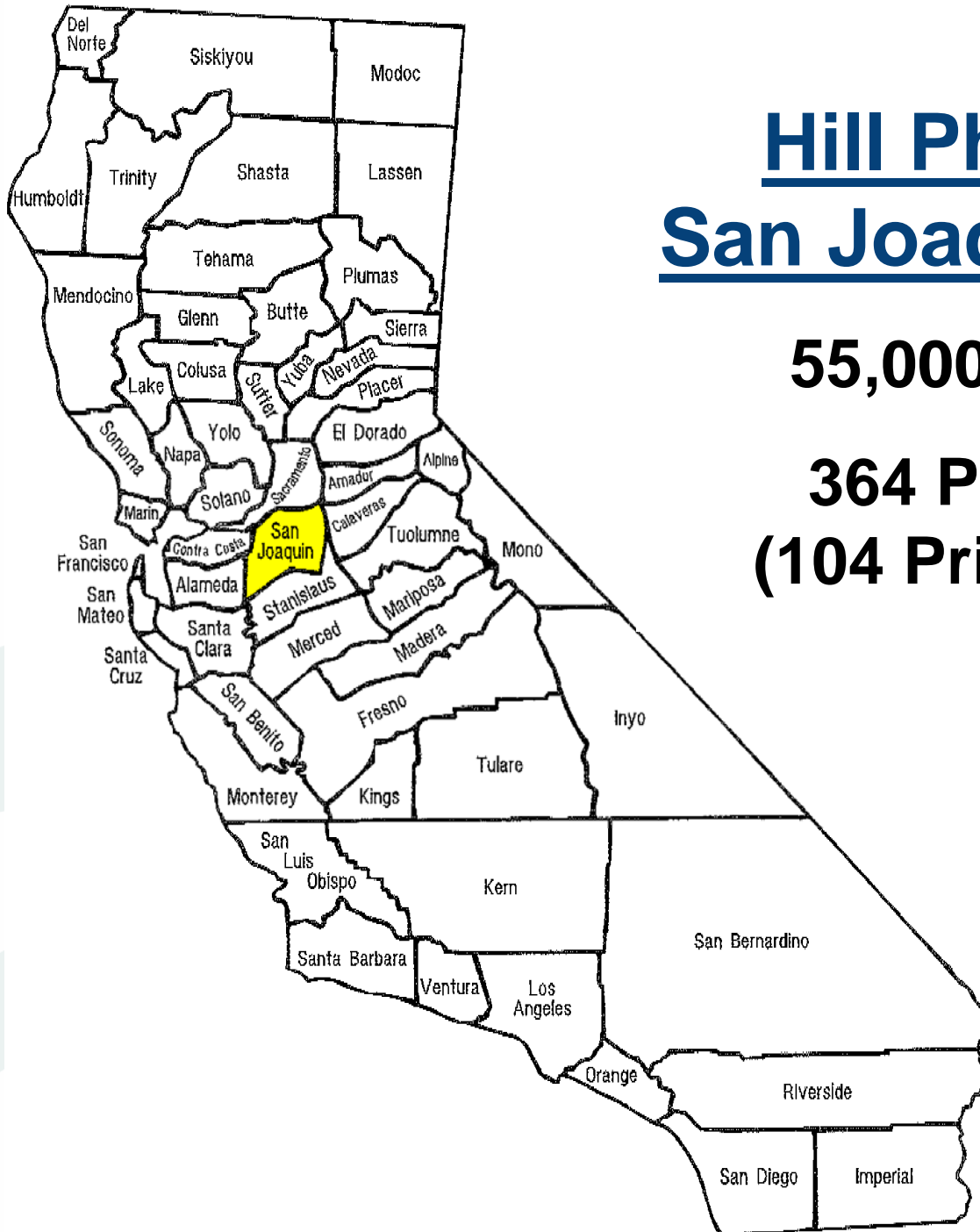
**2,600 Physicians
(1,100 Primary Care)**

9 Counties

Hill Physicians San Joaquin County

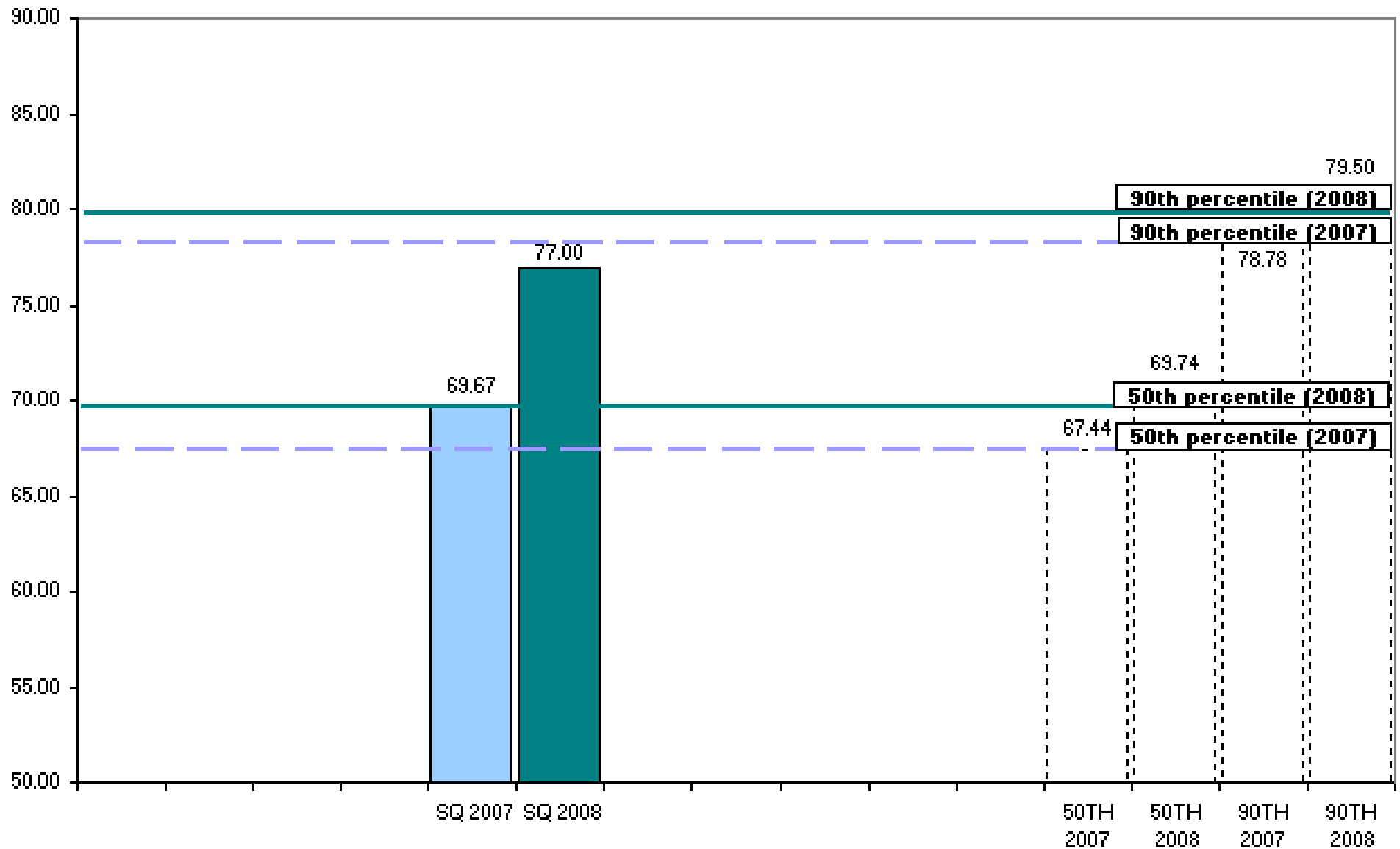
55,000 Members

**364 Physicians
(104 Primary Care)**



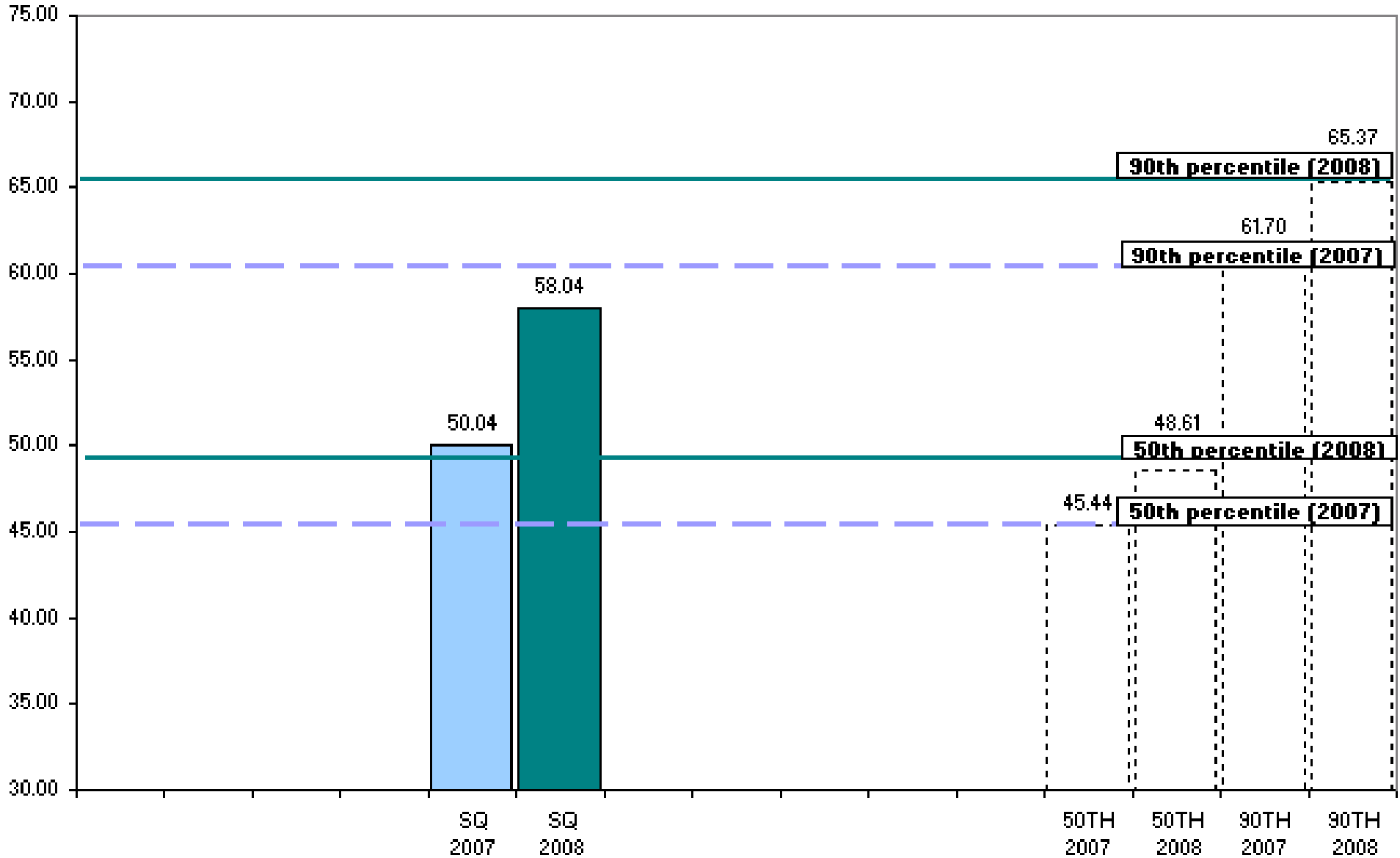
MY2008 P4P Summary Results

Clinical Measures - Breast Cancer Screening (All Ages)



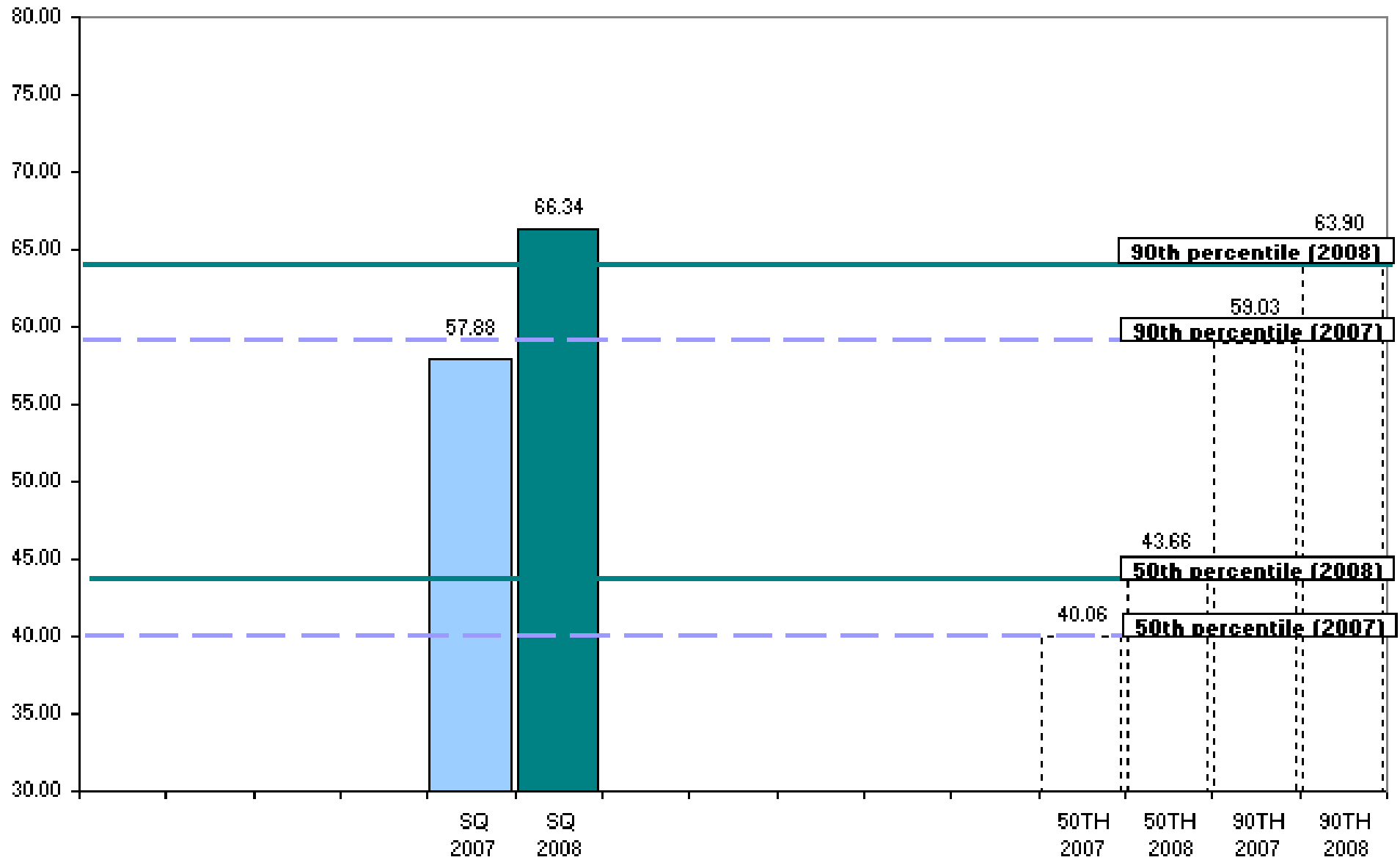
MY2008 P4P Summary Results

Clinical Measures - Chlamydia Screening (All Ages)

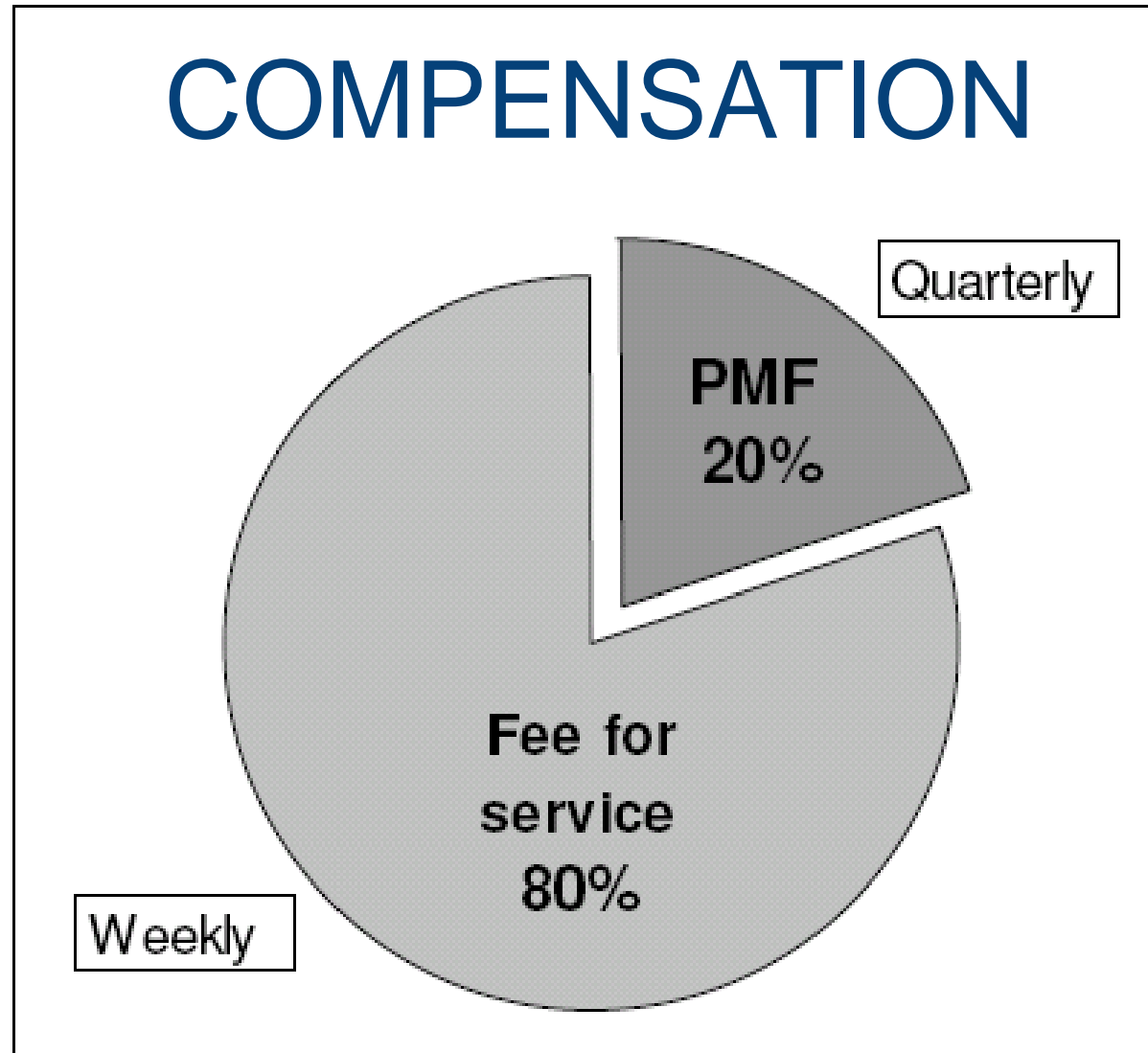


MY2008 P4P Summary Results

Clinical Measures - Colorectal Cancer Screening



COMPENSATION



Quarterly PCP Profiling

Performance Based Profiles

- Utilization 45%
- Clinical 30%
- Participation 25%

Clinical Profile

Supports the initiatives of:

- Integrated Healthcare Association
- Pay for Performance
- HEDIS

Profile measures include:

Breast Cancer Screening

Cervical Cancer Screening

Chlamydia Screening

Diabetes HbA1c Management

Diabetes Nephropathy

Asthma Medication

Cholesterol – LDL Management

Childhood Immunizations

Children with Pharyngitis

Low Back Pain

Adults with Acute Bronchitis

Upper Respiratory Infection

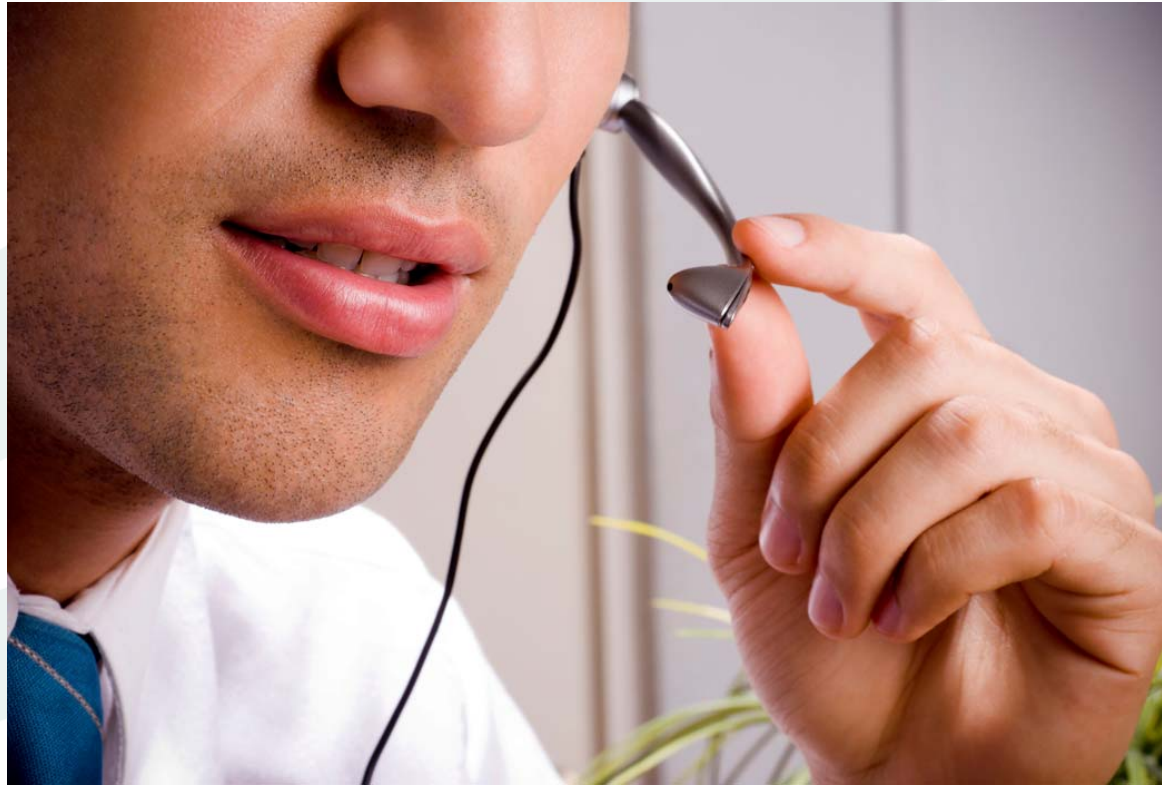
Colorectal Cancer Screening

Persistent Medication Monitoring

What Worked and What Didn't

- Outreach calls to members
- Member letters
- Physician education
- Staff training (Hill & physician office)
- Resource allocation
- Ascender

Outreach Calls



Member Letters



Physician Education



Resource Allocation



Ascender

- Online software program used by PCPs to monitor their patients' access to preventative health screenings and services
- System is constantly updated as new patient data becomes available
- Allows the physicians to engage in a dialogue with the patient about their care
- Empowers the patient to take an active role in their healthcare

BOTTOM LINE

- Flexibility
- Perseverance