



GLOBAL

*Comprehensive strategies.
Individual attention.*

MEDICAL:

Three-Year Draft Roadmap

GUIDING PRINCIPLE:
Become more healthy people, and more savvy
consumers of health care

GOALS →

PLAN
OPTIONS

OUTCOME-BASED
APPROACH

COMMUNICATION
and EDUCATION

YEAR 1

Introduce HDHP
Incentive Contribution
Wellness Ded, Credit

Annual Physicals
Blue Value Advisor

Share Roadmap and Rationale
Initiate Regular Education Sessions
Begin Benefit Branding Campaign
Enrollment Decision Support

YEAR 2

More of year 1 approach
Virtual Office Visits
ER Contribution to HSA

Physicians Report Data

Share Measurable
Performance Data from
Year 1

YEAR 3

Eliminate Traditional PPO

Outcome Based Incentives

Ongoing Participation

Benefits Administered by:



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