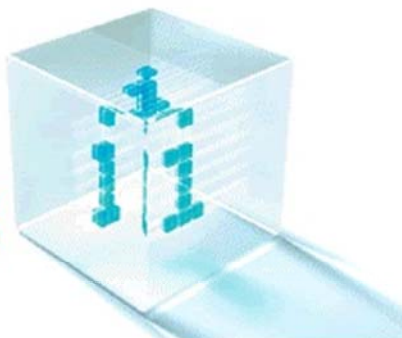


Effective Reporting & Data Integration

understanding
information



Bernard P. Wess, Jr.
President

Customer Needs

- Accurate, Reliable and Timely Information
- Hold or increase market share
- Assume broader role in care delivery
- Offer obvious value in products and services
- Share risks & rewards with partners
- Meet consumer demands for accurate information
- Be profitable



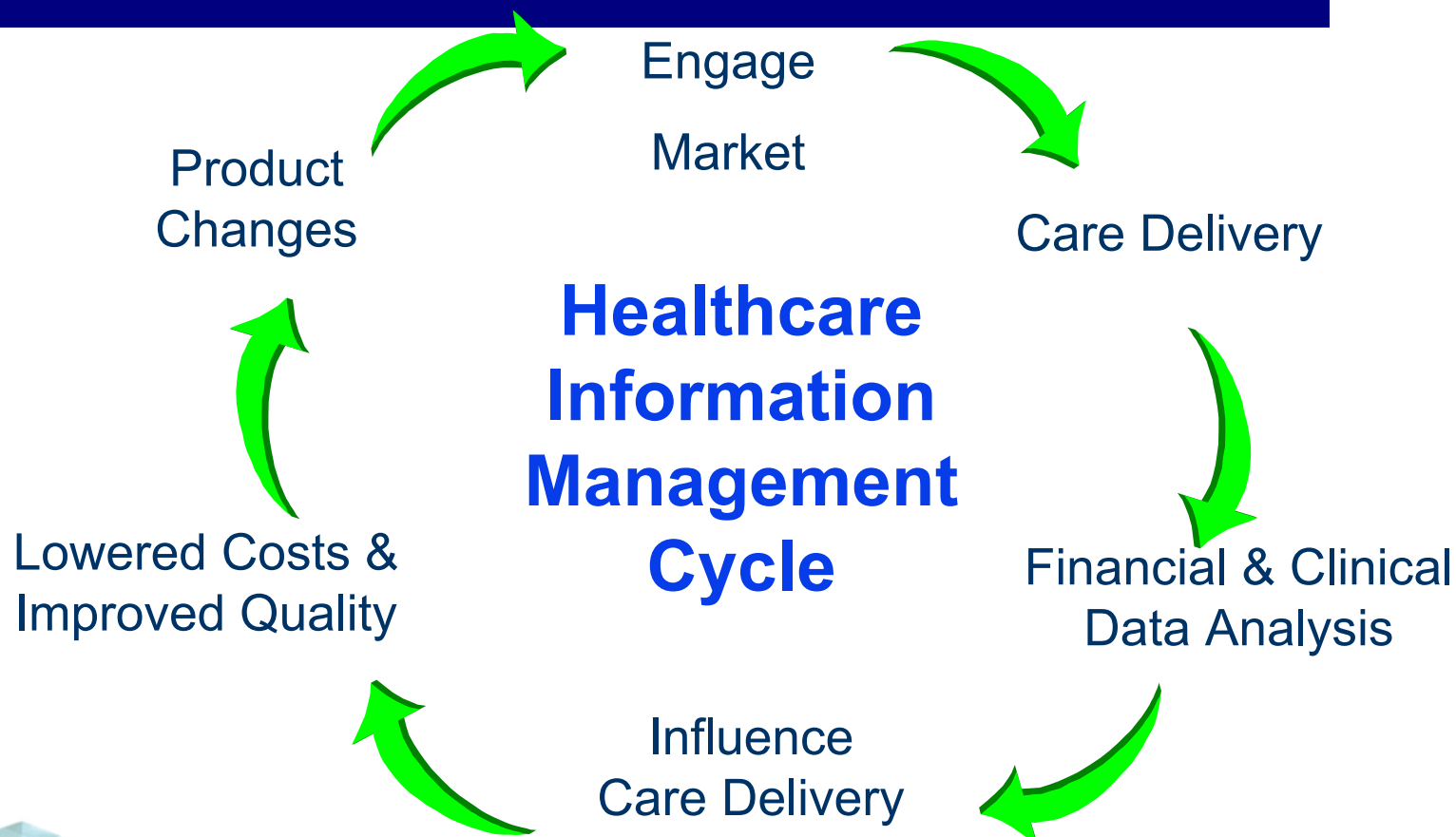
Where are we today in the market?

- Complex market reporting requirements:
 - Capitation - Fixed revenue, variable costs
 - Risk adjusted performance measurements
 - Medicare Risk products
 - Suppliers as competitors?
 - MSGP - Provider groups as insurers
 - PHOs as insurers

➔ Information-driven market



A Complex Reporting Cycle



Where we need to be-full integration



The solution- An Information Architecture

- Manage clinical risk
- Manage financial risk
- Share risk and assess it
- Inform providers of their performance
- Predict future costs
- Manage medical costs
- Measure the enterprise performance
- Convert data into information



Why is there a fight for the information?

- Market share=lowest cost/highest quality producer
- Need for obvious value in health care delivery
- Lower margins
- Complex risk sharing arrangements
- Understanding all parties behavior
- Regulatory requirements



Create a competitive advantage!

Complex Marketplace + Complex Products + Complex Relationships =

Complex Information Systems = Opportunity to create a Competitive Advantage!



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