

**Synergy Targeted Population Management is an innovative and unique health management program that improves clinical outcomes and lowers unnecessary utilization by addressing the critical interplay of psychological, social and physical health.\*** By focusing on the root causes of the two utilization categories that really spike costs amongst the chronically ill – emergency room visits and inpatient admissions – Synergy yields measurable impact both in terms of achieving quality of life for your members and controlling costs.\*\*

**10%  
of your  
members  
account for  
35%  
of your costs.\*  
We can  
change that.**

## The Right Formula for Your Most Challenging Members

To drive significant improvements in clinical and financial measures, Synergy focuses on a small but disproportionately costly segment of your membership—those members who usually suffer from multiple chronic conditions and show utilization patterns (either historical, predicted, or both) that reflect avoidable hospitalizations often as a result of psychosocial factors that exacerbate physical symptoms and disease progression. In addition to being clinically complicated, these individuals are hard to reach and difficult to motivate. With Synergy, we have pioneered the right formula for your most challenging members: identify the right group, engage them as consumers, and deliver real interventions that truly integrate health with life.

### **Synergy Identify**<sup>™</sup>

- **Accurate Identification of the Targeted Population:** In partnership with our health plan clients, Synergy employs sophisticated analytics, proprietary algorithms, and predictive modeling as well as co-developed strategic inclusions to define the population that provides the greatest opportunity for change and impact.

### **Synergy Engage**<sup>™</sup>

- **Direct-to-Consumer Engagement:** After identifying the Targeted Population, we apply our customized, consumer-oriented engagement strategies, designed with the member in mind, and executed with all the best tools available to sophisticated direct marketers. Efficient, effective, and persistent, Synergy uses proven, direct-to-consumer marketing principles to establish an ongoing dialogue with the identified individuals. Our engagement model is deployed in a way that uniquely resonates with each member, drives action, and ultimately leads to greater impact.

## Synergy Connect™

- **Extending Your Reach:** If needed, we can place outreach coordinators locally to work in the community. As community members, they work to enhance member engagement, connect with community resources and collaborate with providers to close care gaps for members. This approach has been proven especially effective in Medicaid populations.

## Synergy Empower™

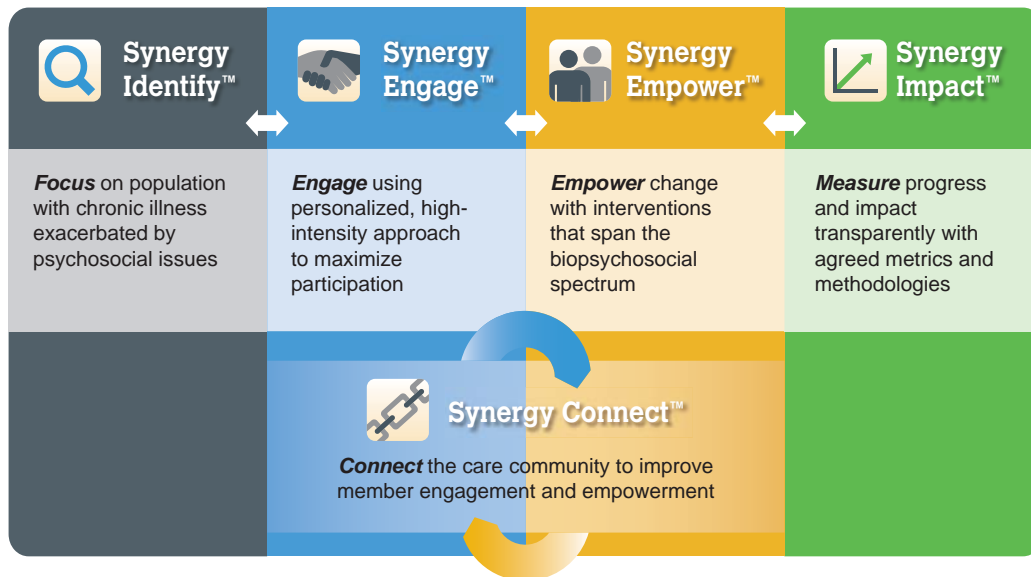
- **Real Interventions:** Synergy addresses the individual as a whole, providing coaching, education and support to help the person better manage and improve their health. Synergy first addresses underlying psychological and social barriers, opening the doors to focus on specific chronic physical conditions.

When the individual is ready, Synergy can address a multitude of medical conditions. Synergy provides intervention, motivation and coaching to empower a patient to want to get better.

Each member in the Synergy program is encouraged to work with a Synergy Care Coach, a specially trained, licensed clinician with expertise in the behavioral sciences and medical health. The Synergy Care Coach team includes LCSWs, LMHCs, Medical and Psych RNs and other peer clinicians supported by Medical Directors.

## Synergy Impact™

- **Measurable Results:** Our results must be meaningful, measurable and transparent in terms of outcomes and costs. Designed with the end in mind, Synergy focuses on the root causes of avoidable ER and inpatient utilization. Throughout the program, we provide customized and standard views of these and other metrics to demonstrate Synergy's value and impact.



Across commercial, Medicaid and Medicare Targeted Populations, our customers have seen significant ER and inpatient utilization reductions in addition to improved quality of life of their membership. It all adds up to meaningful return on investment. Plus, by achieving financial savings on your “toughest ten percent”, Synergy enables you to reallocate resources toward those members for whom your other programs will have the greatest impact.

\*Across multiple health plan population types, the chronically ill with a behavioral health co-morbidity account for only a small percentage of the population but a disproportionately large percentage of costs. In a typical commercial plan, 5-10% of the population account for 20-30% of costs. In Medicare the prevalence is higher with 12-19% of the population and the cost is 29-35%. It is most extreme in Medicaid populations with 5-15% of the population accounting for 25-50% of costs. Solucia Consulting, 2008.

\*\*Internal clinical results, including a published peer review article, support our program objectives.

### Contact Us:

10008 N Dale Mabry Hwy  
Tampa, FL 33618  
P: 813.388.4000  
800.323.0286 toll free  
F: 813.388.4001

Email: [marketing@healthintegrated.com](mailto:marketing@healthintegrated.com)

[www.HealthIntegrated.com](http://www.HealthIntegrated.com)