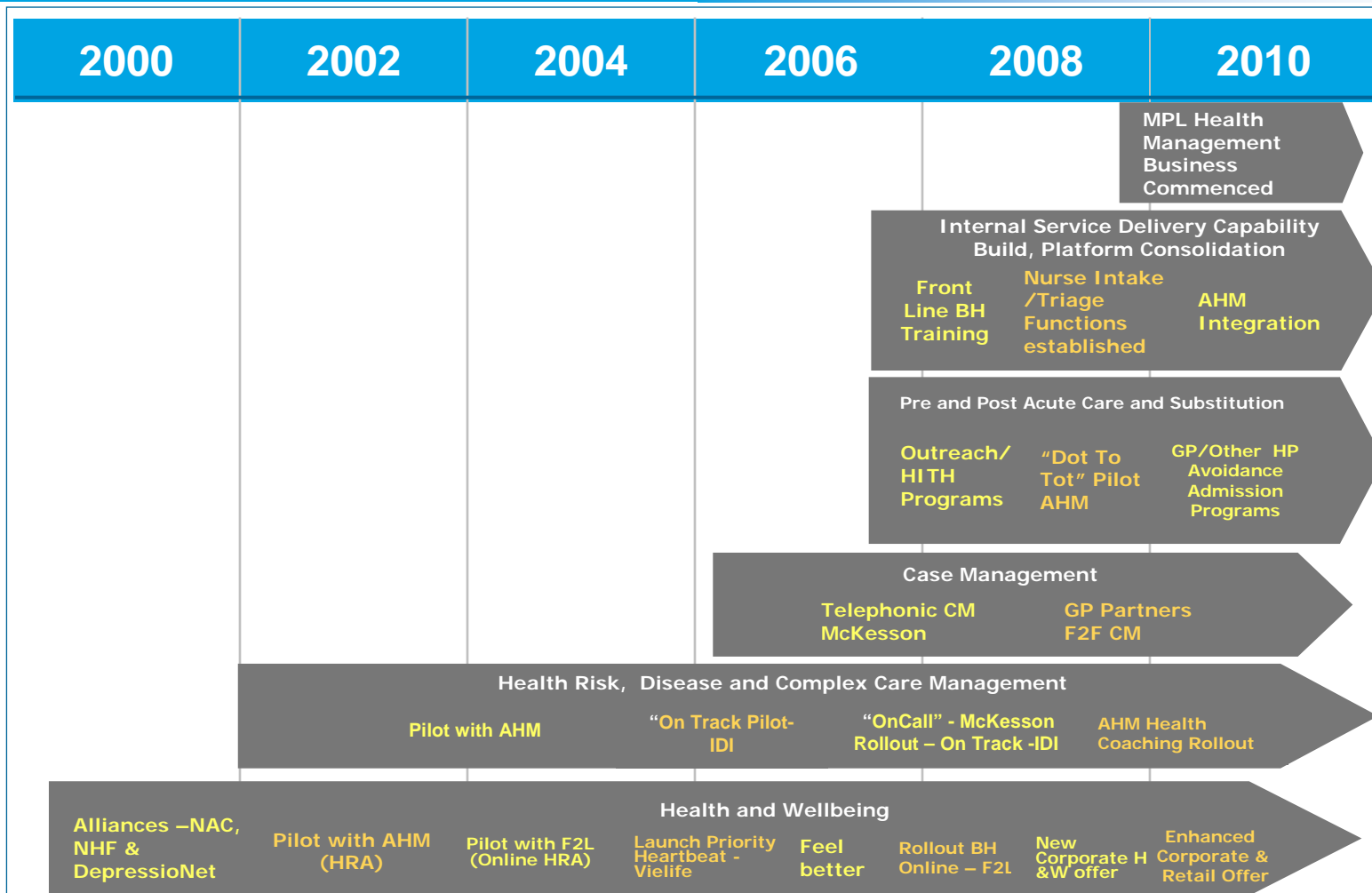


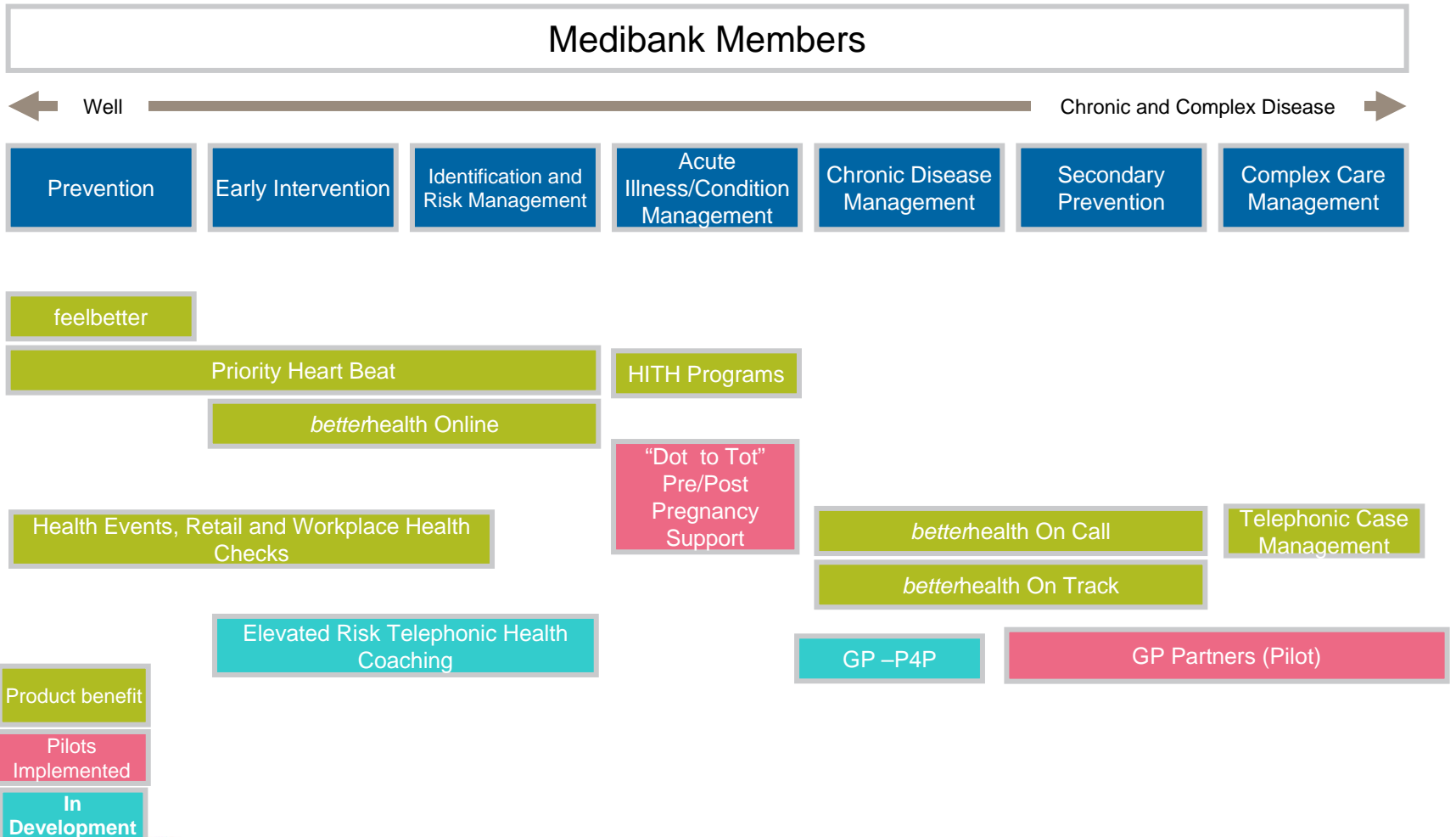
Better Health Strategy



Program Development – Pilots to Rollout



Current Health Management Programs and Services



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MPL's Health Management Approach 2008.....

MPL's health management strategy now requires health services primarily to impact BO growth in target member segments and to increase corporate revenues This will be achieved by...

Imperatives

1. **Significantly increasing member enrolments...**



- Social marketing review of member engagement mechanisms
- Roll out Front Line staff training
- Test provider referral and engagement mechanisms
- GP P4P and GP detailing
- Hospital Discharge and MLS referrals
- Enhance Corporate H & W offer

2. **Building internal HM capabilities**



- Whole of business intake function and referral processes
- Health management algorithms to guide offers.
- Embed predictive modelling and segmentation capability .
- AHM integration

3. **Aligning member need with 'best fit' offers**



- Evidence based review of interventions
- Deploy large scale programs that reduces the "offer" gap.
 - health coaching program
 - high risk case management and service coordination service
 - Test hospital substitution programs

4. **Generating a new revenue steam**



- Workplace health management product development

