

## Active Update: Fall 2016 Product Release Highlights

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I am happy to share a number of new product enhancements to help improve our member experience and further our engagement strategy. This quarter, we made several changes to help make Health Events – time sensitive opportunities to improve member health - more relevant and actionable for members. Further integration of Health Events in our engagement platform and a more intuitive experience around these teachable moments will help positively impact our ability to engage and activate healthier behaviors.

In addition to improving the member experience, we continue to invest in core capabilities, including strengthening the clinical foundation of our integrated platforms with the addition of new quality metrics and updated provider communications.

### The Big 4: Member Engagement and Activation

- Members now have a more cohesive online experience when they are notified of a Health Event thanks to the direct incorporation of these events directly in MyActiveHealth<sup>SM</sup>. Health Event email notification will help members quickly navigate to the right information about each health event, and easily access the most appropriate tools and services for context and guidance.
- We continue to roll out new Health Events to cover more of the topics that matter to your members. One key new notification targets members with diabetes that have a new hemoglobin (HBgA1c) result that is abnormal. This particular Health Event will support identification and engagement of members that might benefit from coaching on healthy eating, physical fitness, medication adherence and stress management as an example.
- Additional Health Events focused on helping members understand new treatments, such as starting on a statin drug or insulin regimen, are in development to help consumers understand the importance of a new drug to their health. These new Health Events will be rolled out on a monthly schedule.
- Personalized email communications leveraging our segmentation insights will help drive greater engagement with our care managers and coaches as well to promote ongoing usage of MyActiveHealth.

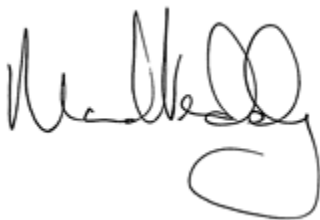
**Other notable updates:**

- Our new Transitions of Care predictive modeling is now available to help identify member potentially in need of extra support and care coordination ahead of a hospital discharge to enable more timely intervention.
- 19 new quality HEDIS and HEDIS-like measures were added to our catalog, bringing our total available quality measures to 135. These new measures will allow clients to better measure and manage population health across key health categories.
- We redesigned our Care Considerations communications for providers to align with our improved member CCs for a more consumer-friendly approach. The new communications will help improve our engagement with providers to improve member health.

**Interested in learning more?**

Contact your account representative to help answer any questions, learn more about this product release or share feedback on these new features.

In Good Health,

A handwritten signature in black ink, appearing to read "Madhavi Vemireddy".

Madhavi Vemireddy, M.D.  
CMO and Head of Product Management