

Health & Wellness Utilization ^{MAY 2008} Survey

Preliminary Findings

20 May 2008

Confidential & Proprietary



45%

**The percentage of Americans taking at
least 1 prescription medication**

50%

**The percentage of Americans not taking
medications as prescribed**

DiMatteo MR.
Variations in patients' adherence to medical recommendations:
A quantitative review of 50 years of research

\$300 billion

**The estimated annual cost to the
healthcare system**

DiMatteo MR.
Variations in patients' adherence to medical recommendations:
A quantitative review of 50 years of research

\$47 Billion

**The portion of hospitalizations directly
linked to non-adherence**

National Council on Patient Information and Education
Enhancing Prescription Medicine Adherence: A National Action Plan

84%

Patients who cite forgetfulness as the main reason for their non-compliance

Wilson Rx and Boehringer Ingelheim
Pharmacy Satisfaction Digest 2007

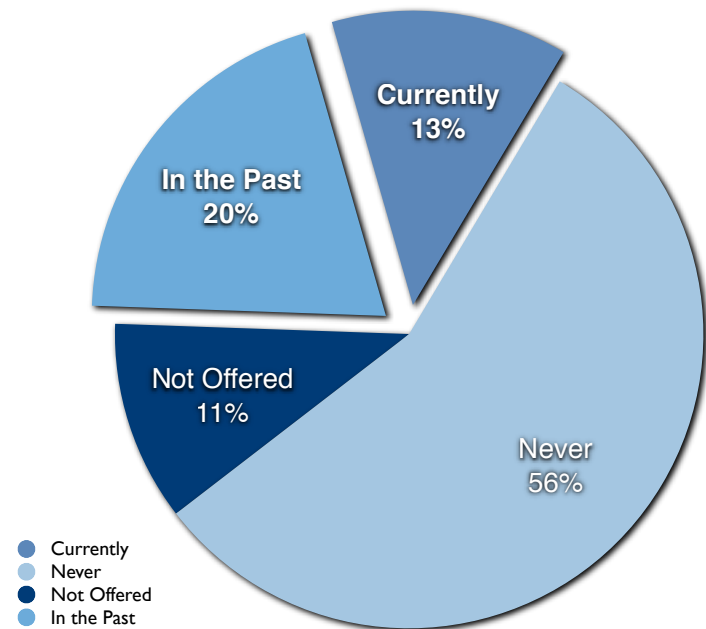
:: Adherence Today: Lacking Engagement & Continuity

- Indeed a problem of pandemic proportion
- Affects all chronic diseases and demographic profiles
- Hundreds of factors hypothesized over 30 years of research
- Few consistent generalizations on the root cause
- Majority of programs to date yielding unimpressive results to date
- Too many organizations over-thinking and over-complicating proposed solutions

:: Survey Question: **Resource Utilization**

- Do you currently, or have you ever used, any health or wellness resources provided by your employer or health insurance company?
 - ▶ I am **currently** using at least 1 service (13%)
 - ▶ Not currently, but I have **in the past** (20%)
 - ▶ No, I have **never** used any such services (56%)
 - ▶ Nothing has ever been offered to me (11%)

N = 879

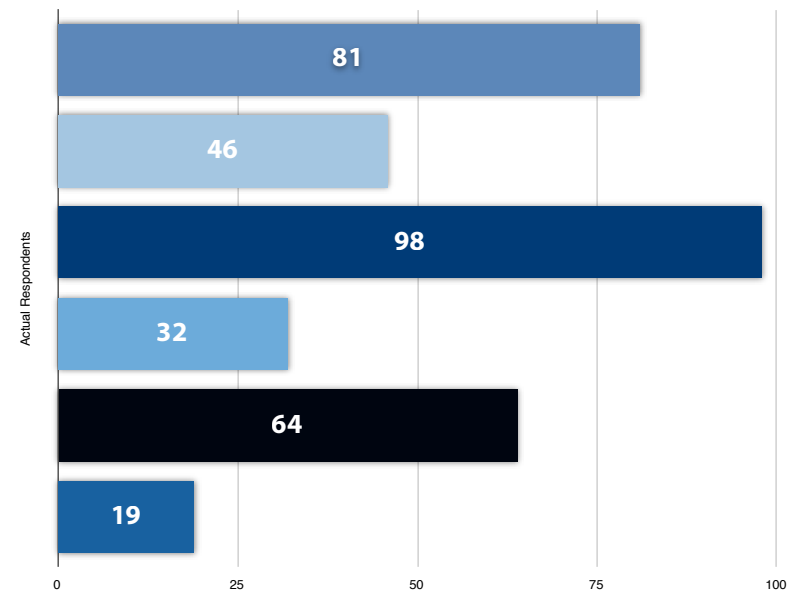


:: Survey Question: Program Utilization

For those who are actively participating in a program (as per Question 1)

- Please tell us which of the following services/program offerings you are currently participating in:
 - ▶ Health Risk Assessment (71%)
 - ▶ Weight Management (40%)
 - ▶ **Stress Management (86%)**
 - ▶ Smoking Cessation (28%)
 - ▶ Nutrition/Diet/Exercise (56%)
 - ▶ Other disease management program offerings (17%)

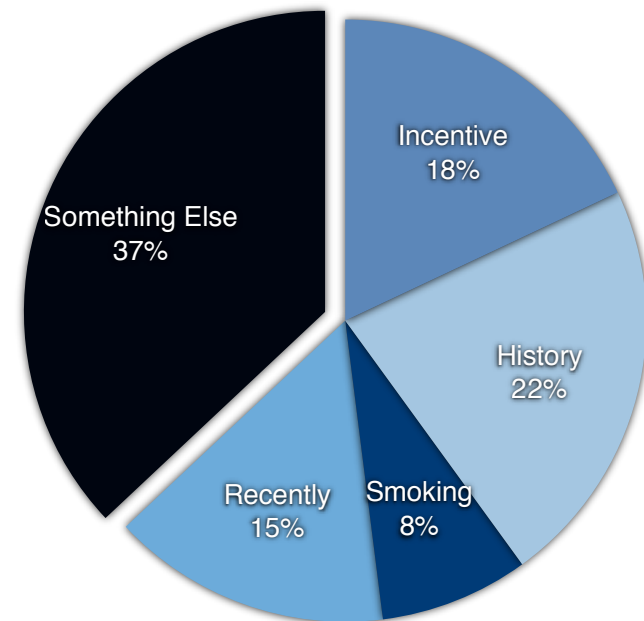
N = 114



:: Survey Question: Participation Interest

For those who have ever participated in a program (as per Question 1) (Open Ended / Answers Consolidated)

- What is the main reason you decided to participate?
 - ▶ Incentive was offered (18%)
 - ▶ History of medical condition in family / Promote better health (22%)
 - ▶ Wanted to stop smoking (8%)
 - ▶ Recently diagnosed (15%)
 - ▶ **Something else to do at work (37%)**

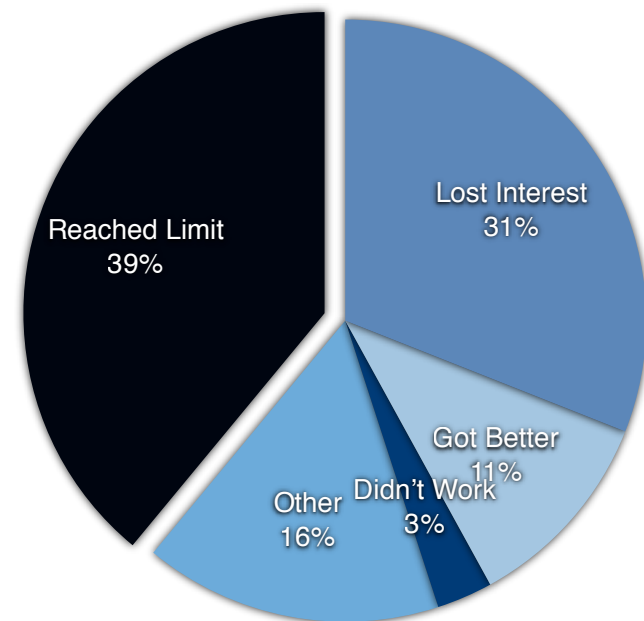


N = 290

:: Survey Question: **Attrition**

For those who have participated in the past (as per Question 1) (Open Ended / Answers Consolidated)

- What is the main reason you stopped participating in health and wellness programs?
 - ▶ **Reached the incentive limit (39%)**
 - ▶ Lost interest (31%)
 - ▶ Didn't need service any more / Got better (11%)
 - ▶ Didn't need service any more / Didn't work (3%)
 - ▶ Other (16%)

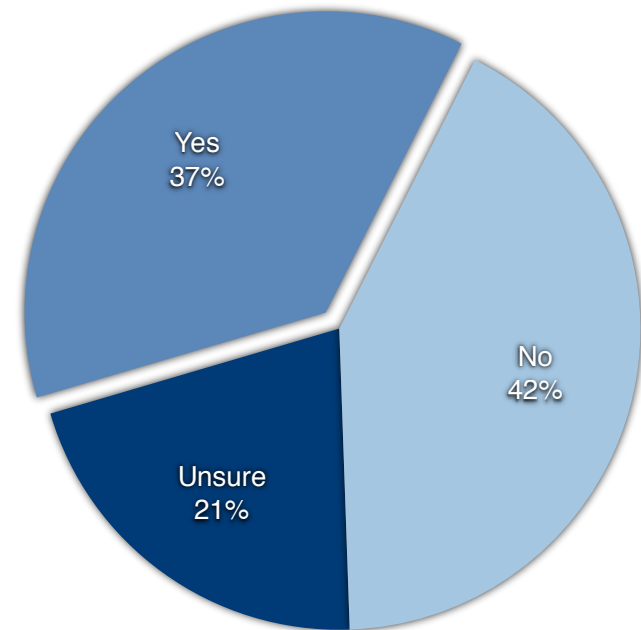


N = 175

:: Survey Question: **Third Party Sponsorship**

For all respondents

- Would it impact your decision to participate in a program if a pharmaceutical company sponsored the program for your employer/insurer?
 - ▶ Yes (37%)
 - ▶ **No (42%)**
 - ▶ Don't Know / Unsure (21%)



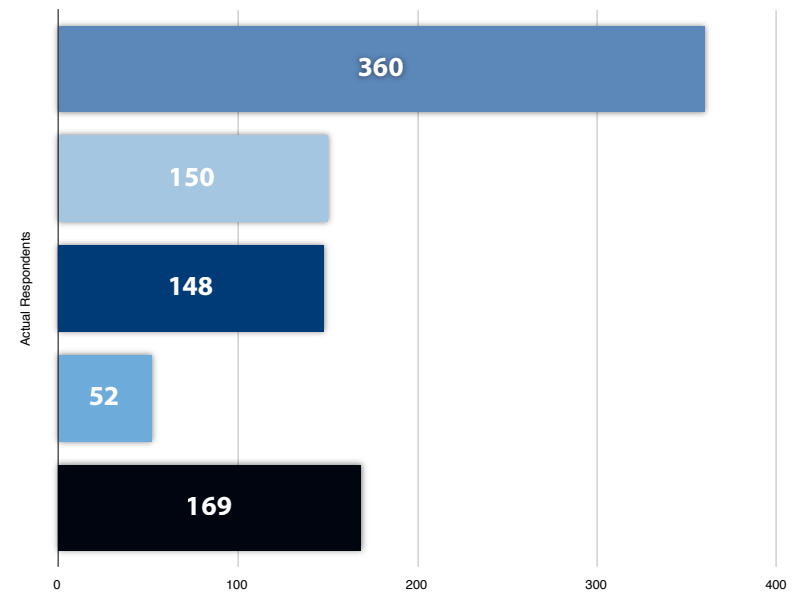
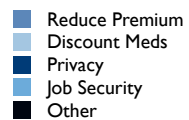
N = 879

:: Survey Question: **Retention**

For all respondents (Open Ended / Top Answers Consolidated)

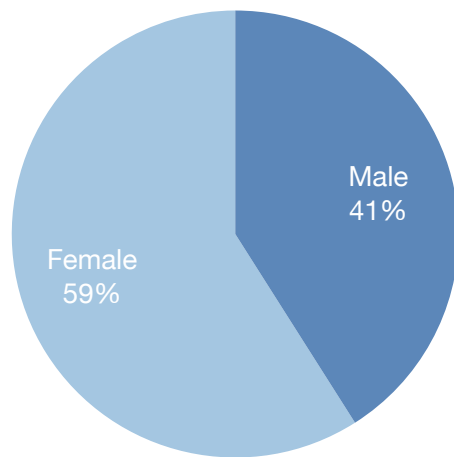
- What can your employer or insurance carrier provide for you to participate in its health and wellness program indefinitely?
 - ▶ **Reduce my health insurance premium (41%)**
 - ▶ Discounts on medications (17%)
 - ▶ Privacy (17%)
 - ▶ Job security (6%)
 - ▶ Other (19%)

N = 879



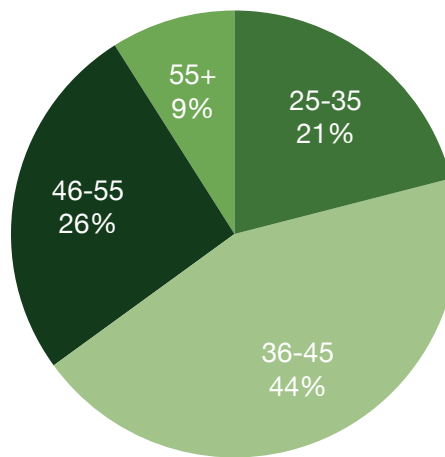
:: Aggregate Demographic Profile of Respondents

Gender



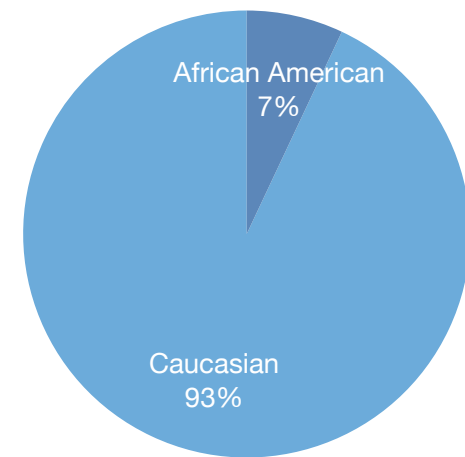
● Male
● Female

Age



● 25-35
● 36-45
● 46-55
● 55+

Ethnicity



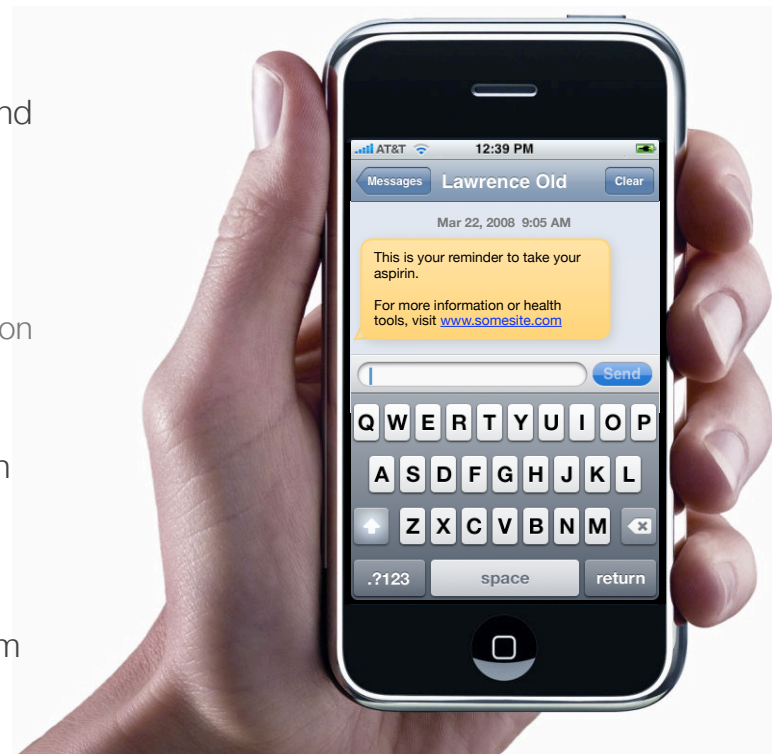
● African American
● Am. Indian, Eskimo, Aluet
● Asian, Pacific Islander
● Caucasian
● Hispanic

:: Preliminary Conclusions

- Health and wellness programs have had a modicum of success but a large channel opportunity still exists
- Practical, lifestyle-oriented adherence programs will be a natural extension of those offerings
- Incentives needs to be better integrated and practical on a patient-by-patient basis and can not “run out”
 - ▶ Lowering premiums or out of pocket medication costs will drive utilization
 - ▶ Adherence 2.0 measures will limit attrition rates
- If a program is offered at/through the workplace, do not be surprised to find that employees will use work time to participate in the program
- Respondents are suspicious of the way in which personally identifiable information and their medical ‘behavior’ will be and indeed, can be, used
- Respondents desire for incentives for compliant behavior are practical and economic in nature

:: About Intelecare

- Healthcare technology company focused on increasing medical adherence
- Consumer products enable patients/caregivers to create and manage personalized reminders through a web interface
 - ▶ Email, SMS and Voice delivery options
 - ▶ Comprehensive reminder options
 - ▶ Diverse product development pipeline to encourage retention
 - ▶ Bi-directional communication
- Business services include hosted and enterprise integration programs and direct to patient messaging, among others
 - ▶ Patient-directed service reduces attrition
- Flexible, scalable system architecture provides for maximum customization and grows to meet client needs



Alex Sicre

Mobile (203) 984-9459

Email alex.sicre@intelecare.com

Kevin Aniskovich

Mobile (203) 641-9583

Email kevin@intelecare.com

Contact Information

Intelecare Compliance Solutions, Inc.

One Audubon Street, Suite 200, New Haven, CT 06511 || Main (203) 787-1500 || Telefax (203) 787-1600

intelecare.com

