



Your Address for Better Health™

What is One Care Street?

One Care Street is a new type of predictive modeling system that allows you to control health care costs while improving your population's health.

How is One Care Street different from other systems?

- Relies on Health Perception Science and self-reported member data
- Pinpoints individuals likely to use significant health resources in the next year
- Finds higher number of potential high-care users earlier and more accurately, which accelerates savings potential

How does it help my population?

- Identifies individuals likely to access near-term care
- Helps participants to make informed health care decisions
- Assists in developing personalized health improvement plans
- Guides participants toward appropriate care
- Facilitates highly-tailored coaching to high-risk individuals

What is the benefit-to-cost ratio?

- Brings 30 to 40 percent of premium costs under management
- Study in Medicare population reduced overall healthcare costs by 38 percent
- Overall healthcare cost savings of 1 to 3 percent; producing a 2:1 benefit-to-cost ratio
- Customized pricing structure for your organization's needs

Who already uses One Care Street?

- Health insurance providers like Blue Cross and Blue Shield of Rhode Island and United Health Care
- Multinational corporations like Procter & Gamble and Eli Lilly and Company
- Government employers like the State of Arkansas
- Health care providers like Episcopal and Otterbein Retirement Homes

What are clients saying about One Care Street?

"One Care Street is different in that it looks forward, trying to anticipate people that need medical help... A lot of people use providers when in fact there aren't physical symptoms. Some of the things One Care Street helps people deal with might be long-term anger, depression and stress. Things that aren't necessarily going to show up on a regular health questionnaire."

— John Feathersone, Manager of U.S. Retiree Health Care,
Procter & Gamble quoted in *Employee Benefit News*



Your Address for Better Health™

How does One Care Street work?

Step One

Individuals complete Health Profiles on paper or online in response to a well-orchestrated notification process.

Step Two

One Care Street's predictive methodology identifies high-risk individuals.

Step Three

Health Action Guides are mailed to each respondent.

Step Four

Health Advocates use respondent data to tailor care management interventions to high-risk individuals.

Step Five

Executives view real-time online group summary reports. One Care Street is fully compliant with the Health Insurance Portability and Accountability Act of 1996 (HIPAA). Participant information is kept completely confidential.

Who is The Haelan Group?

The Haelan Group strives to shatter outdated thinking, and test the untested, resulting in best-in-class population health management products and services that help our clients improve health, productivity and financial outcomes.

The Haelan Group was founded in June 1995 as a health care consulting company. The company is a four-time winner of the Indiana University Kelley School of Business Growth 100 Award and became the prestigious first entrant in Indiana University Advanced Research and Technology Institute's Emerging Technologies Center in Indianapolis.

For more information, contact Jim Kerr, Vice President of Business Development by phone at (317) 278-9700 or via e-mail at jjk@haelan.net. You can also learn more on the Internet at www.haelan.net.

