

**MEMBER AND**

**CONSUMER ENGAGEMENT**

**BENEFITS**

- Engages consumers with an easy-to-understand guide to help manage their costs and care
- Educates consumers about the value of their health benefits — building loyalty and increasing satisfaction
- Drives action by providing targeted messages about care and savings opportunities
- Communicates your programs and reinforces your brand
- Engages consumers after the initial benefits enrollment period and throughout the year

**FEATURES**

- Well-organized summary of healthcare costs, services used, and health risks
- Personalized summary of conditions and drugs in layperson terms
- Action-oriented alerts highlighting opportunities to save money and improve health
- Flexible distribution options including print and electronic
- Activity and outcome reporting to measure engagement and impact

## Personal Health Insights Helps Consumers Manage Their Healthcare More Effectively

Today's healthcare consumer is faced with an abundance of paperwork that is difficult to reconcile and comprehend, including bills from healthcare providers and explanations of benefits from health plans, employers, and government agencies. As individuals take on increased financial responsibility for their healthcare, they need tools to help them manage their care more effectively and proactively plan for related expenses.

Healthcare payers are looking for ways to educate and engage consumers to take more responsibility for their health. Personalized statements that provide a comprehensive summary of care, as well as action-oriented information to aid in planning for future care and expenses, are imperative to improving consumer engagement and satisfaction.

### Increased Clinical and Financial Awareness

Personal Health Insights, part of the Consumer Advantage Suite from Truven Health Analytics<sup>SM</sup>, empowers consumers with simple, easy-to-

read summaries of their healthcare utilization and financial balances.

Personal Health Insights helps consumers answer important questions such as:

- How much have I paid out-of-pocket so far this year?
- What opportunities do I have to improve my healthcare and reduce out-of-pocket costs?
- What healthcare services have I used this year and how should I budget for next year?

The statements also provide "gaps-in-care" alerts that highlight missing preventive care or treatments according to evidence-based guidelines. Additionally, consumers receive savings alerts highlighting opportunities where they could potentially save money on their healthcare.

The online version of Personal Health Insights includes intelligently integrated health education content and alert messages, providing additional

Personal Health Insights is part of the Truven Health Consumer Advantage suite of solutions.

**CONSUMER ADVANTAGE INCLUDES:**

- Informed Enrollment
- Personal Health Insights
- Personalized Messaging
- Treatment Cost Calculator
- Health Education Library

Consumer Advantage solutions help people evolve from passive participants to active healthcare consumers.

value and insights to the consumer. It provides the value of a personal health record without the need for the consumer to manually reconstruct their health history: insight without effort.

The customized, targeted information provided in Personal Health Insights can be delivered through a Web site, printed statements, or PDF files. Its modular design provides additional flexibility — allowing the implementation of specific desired components.

With Personal Health Insights you can inform, engage, and activate your employees, members, or beneficiaries. In doing so, you can transform them from passive participants into active healthcare consumers. Providing your consumer community with the information they need at every step of the way will result in better healthcare decision making, improved health, and lower costs.

**A Sample Print Statement from Personal Health Insights**

Medical Coverage	Cost
Individual deductible	\$875
Family deductible	\$1,750
Out-of-pocket maximum	\$5,000
Coinsurance (in-network)	80%
Coinsurance (out-of-network)	60%

**FOR MORE INFORMATION**

For more information on Personal Health Insights or the Consumer Advantage suite of solutions, please contact us at **1.734.913.3000** or **consumer@truvenhealth.com**



**ABOUT TRUVEN HEALTH ANALYTICS**

Truven Health Analytics delivers unbiased information, analytic tools, benchmarks, and services to the healthcare industry. Hospitals, government agencies, employers, health plans, clinicians, pharmaceutical, and medical device companies have relied on us for more than 30 years. We combine our deep clinical, financial, and healthcare management expertise with innovative technology platforms and information assets to make healthcare better by collaborating with our customers to uncover and realize opportunities for improving quality, efficiency, and outcomes. With more than 2,000 employees globally, we have major offices in Ann Arbor, Mich.; Chicago; and Denver. Advantage Suite, Micromedex, ActionOI, MarketScan, and 100 Top Hospitals are registered trademarks or trademarks of Truven Health Analytics.

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