



Change is the New Normal

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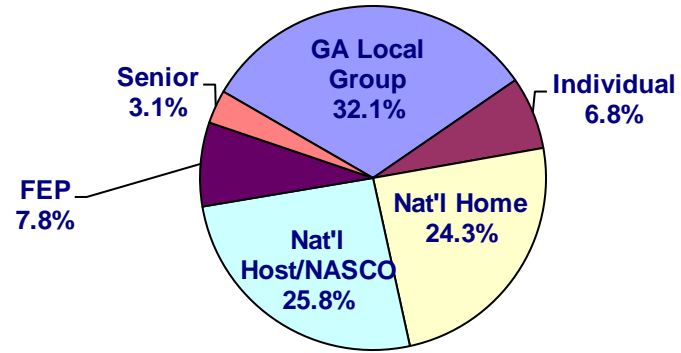
BlueCross
BlueShield
of Georgia

Who We Are – Local

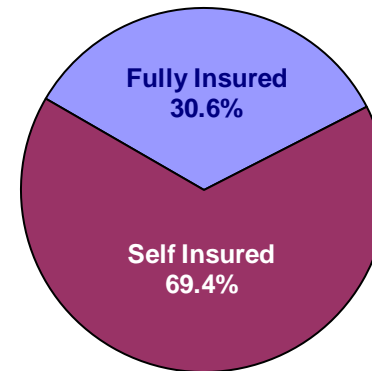
BCBSGa Membership

National Scope: Local Presence

- WellPoint: 33.7 million members
- All Blue Cross Blue Shield Plans: 100 million members



~2.3 Million Members in Georgia



Key to Managing Healthcare Costs

***For the first time in history:
Health Care Costs for American Families
Exceeded \$20,000***

- **Personal Accountability**
- **Provider Collaboration**
- **Initiatives and Innovations**



Personal Accountability



- Personal lifestyle choices are a key factor in the rising cost of healthcare in this country.
- Nearly 75% of every health care dollar spend is due to lifestyle choices that result in chronic illness, which now affects 1 in 4 Americans.

Lifestyle Acquired Chronic Illnesses:

- Obesity + Diabetes = Diabesity

Community Outreach/Giving

- Civic responsibility to improve the lives of those we serve and the health of our communities.

Provider Collaboration

We have a shared responsibility to deliver high value, quality care.

- **BCBSGa develops and implements innovative cost containment programs:**
 - Pay for Performance Programs
 - Bundled Payments
 - Patient-Centered Medical Homes
 - Accountable Care Organizations (ACOs)
 - Patient Centered Primary Care (PC2)



Initiatives & Innovations



Cost, Utilization and Quality Initiatives

- Anthem Care Comparison (ACC)
- American Imaging Management (AIM) OptiNet
- Emergency Room Utilization Management Initiative (ERUMI)

Technological Innovations & Partnerships

- Watson/IBM
- 1-800-CONTACTS
- SoloHealth Kiosks
- CareMore

Fraud and Abuse Recovery Efforts

- Health care fraud costs us about \$69 Billion every year and accounts for at least 3% of the total amount spent on healthcare annually*.

Change IS the New Normal

We can't just
adapt to
change...



...we must
lead change to
win in the new
marketplace