

# CDHC Solutions Recognizes the Best in Health Care Benefits Design with the 2nd Annual

## CDHC SUPERSTARS

BY TENISHA MERCER, EDITOR

**T**he consumer-directed health care market is rapidly evolving and innovators in the marketplace are responding with industry-based solutions. From how electronic medical records are stored and how health savings accounts are managed to how health plans are administered, CDHC is revolutionizing health care delivery in the United States.

It couldn't come at a better time, as the country grapples with the ballooning cost of health care, soaring disease rates, and health care reform. It's not a question of when consumer-directed health care will expand; it's a question of how.

*CDHC Solutions* magazine honors pioneers in health care with our 2nd annual Superstar Awards. The award winners and finalists profiled in this issue come from a broad range of industries, from health care plans and technology providers to *Fortune* 500 companies such as Microsoft and Motorola.

Their methods may be different, but their goals are the same: placing the consumer at the center of health care. And they're leading the way with bold, new approaches. This year, we honor winners in 8 categories, including most innovative plan design, most effective plan implementation, and most effective wellness/integrated care program.

Please join *CDHC Solutions* magazine in honoring these innovators. We've profiled their accomplishments in the hope that they will provide inspiration and ideas for your health care benefits program.





# MOST EFFECTIVE SOLUTION PROVIDER

***Innovative Leader: Nita Stella***  
***Senior Vice President of Product Development***

ActiveHealth Management

## This is Your Health Calling

Missed your annual physical?  
 Don't remember the date or results of your last cholesterol test?

ActiveHealth Management has created a solution to remind you—the ActivePHR<sup>SM</sup> program. ActivePHR is a personal health record that not only stores medical data, but notifies individuals in real time when there's an opportunity to improve their health care.

Introduced in early 2007 to employers and health plans, ActivePHR is managed by a team of 40 clinical, business, and technical professionals. Here's how it works: ActivePHR is populated with claim and administrative data from ActiveHealth's CareEngine<sup>®</sup> System. Patients log-in and fill out a health risk assessment that contains personal health questions about family medical history, over-the-counter medications, and smoking status among other things.

Any new data is sent to the CareEngine, which looks for gaps in health care, opportunities for better care, or potential medical errors. It then emails health alerts to patients—similar to a medical to-do list—and stores them in their personal health record. Alerts are also communicated to physicians.

"It interacts with the user right away, saying things you should do and things you should follow up on," Stella said. "It's able to tell you to get an eye exam, for instance."

And it also handles more complex medical conditions. Suppose you're a diabetic with a heart condition and depression. ActivePHR looks at all those factors, examines the information and determines what should be followed up with a physician.

Members can share the information with their medical provider or family members. The company's goal is to improve health care by engaging employees.

"It's educating the consumer about specifically what they need to do to take action in their health," Stella said. "We believe that by allowing people to go and really be active in their health care, we are going to see...better care, because hopefully we'll prevent something bad from happening."

We provide users with exactly what they need to do instead of giving them another random set of health tools which don't provide good direction or help them make good decisions."

### Company Snapshot:

A leading provider of health management services, including disease management, clinical decision support and personal health records.

Location: New York, NY

***"ActivePHR is a shining example of ActiveHealth's commitment to developing innovative, market-leading products and solutions that deliver value to our clients and members every day."***

— Dr. Lonny Reisman,  
 founder and CEO of ActiveHealth

ActivePHR<sup>SM</sup> and CareEngine<sup>®</sup> are service marks of Active Health Management, Inc.



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 MANAGEMENT<sup>®</sup>