

The Situation

The South Dakota state government is truly visionary in its understanding and decisive actions on the issue of health care for its employees and their families. The State has established a health, wellness, and disease management program employing the marriage of health information technology with skilled health management professionals. It is telling that this program is not only set up to assist all employees to better health and wellness but also mandate that they do so. All employee and spouse members of the state health plan must complete a Health Risk Assessment (HRA). Failure to complete the HRA results in a reduction of benefits when claims are processed. This call-to-action not only allows each employee to assess his or her own health and that of family members but it also gives the South Dakota state government a way to gauge the health care needs of their employees overall and the ability to take a proactive approach in the improvement of their health related offerings. In addition, it is an integral part of the State's efforts at health cost containment.

When individuals are faced with a plethora of health care decisions, it is a difficult choice when no information is forthcoming. Just reading health information on the internet or in brochures is not enough; this is where the HRA becomes so instrumental. By assessing an individual's health through his or her own input, each employee can then seek out specific and focused health related assistance. The HRA tool is revolutionary because it places the individual at the center of health management. An interactive HRA, if utilized effectively, can help guide consumers through a series of lifestyle decisions by illuminating the impacts on health and longevity of each. Collectively, the HRA data presents a unique opportunity for employers to reach out to their employees with targeted assistance and to measure both the short and long term success of those efforts. The health of the individual as well as the group as a whole can be enhanced by personal health management and information technology. This technology is the cornerstone of the relationship between the South Dakota state government, Health Care Management Technology, Inc. (HCMT) and MediKeeper.

When the South Dakota state government was looking for a partner in the health care arena, it needed to access important health information to enhance each employee's health and wellness with the intent to drive down the costs both to their top line and bottom line expenditures. The partner that they selected was HCMT, an innovative leader in the industry of population health services providing consultation, education, medical management, and software to improve the quality and decrease the expense of health care.

The Challenge

Once a health care partner was chosen in HCMT, the South Dakota state government then needed a technology partner to provide all their web-based HRA and PHR deliverables, which would give them the data needed to make decisions on health

offerings to their employees. The South Dakota state government and HCMT selected MediKeeper for its robust technology platform and world-class client services team. MediKeeper's customizable technology solutions were then integrated with South Dakota's employee health, wellness, and disease management program. MediKeeper technology now provides members with the ability to store and manage their individual health and personal information, using state-of-the-art methods emphasizing security, safety, and quality.

MediKeeper is a leading provider of technology tools to the health and wellness industry, including public or private sector employers and health care vendors. MediKeeper securely stores and manages personal health information and health content. MediKeeper offers easy to use, state of the art Health Risk Assessment tools with proprietary algorithms created to inform and empower both employees and employers alike. Coupled with the Company's flagship Personal Health Record, MediKeeper provides a comprehensive suite of customized patient-centered products. By creating products that are both informative and user-friendly, employee acceptance and participation is enhanced.

In addition, MediKeeper offers systems to help each individual manage medications, track medical data, and enjoy health and wellness coaching. There is also an education center enabling access to an extensive library of medical information. Developed by leading physicians and healthcare professionals, MediKeeper's suite of products are designed to promote a positive approach to health care management for individuals and employers.

The combination of health and wellness awareness and robust technology has given the South Dakota state government one of the premier health care offerings in the United States. Its visionary approach of combining HCMT and MediKeeper has paved the way for true collaboration between the health and technology sectors. This joining together has created the positive outcome of putting employees at the center of the health and wellness process. This creates a culture of information transparency and improves both the individual and group readiness to change.

The Approach

This empowerment of individuals and access to their health information through technology is not only blazing the trail for the public sector, but also revolutionizing health care as a whole. The South Dakota state government understands its ability to improve health through value based design to health care offerings and to its continued belief that true health and wellness begins and ends with the individual. This mantra will allow other states and private institutions to become proactive, not reactive in providing health care offerings that help individuals manage their own health.

South Dakota state government, with guidance from HCMT, has created a truly "holistic approach" to the health and wellness of its employees. It has come to the realization that

each employee is seen as an investment in the state's financial portfolio. This fact coupled with the knowledge that through prevention and behavioral changes each employee's health can be enhanced; work then becomes more productive which helps to promote wellness as a way to decrease medical costs.

MediKeeper has helped to enhance this strategy by creating a "lifestyle management" environment. This cultural change is accomplished by promoting preventive maintenance through its technology offerings, causing fewer resources to be allocated by the South Dakota state government for treating illness. This type of employee engagement has set the stage for the MediKeeper PHR offering that further enhances the health and wellness of each employee.

The Partner

The information culture that is being fostered through the partnership of South Dakota state government, HCMT and MediKeeper is creating an example of how to customize programs that are tailored to each employee's health status thus creating offerings that are the "right fit" for each employee. MediKeeper's HRA and PHR allow employees to have choice. They can choose what type of health assistance they want, how to manage their health, and who can view their medical information to assist in making decisions based on actual facts.

MediKeeper is continually in pursuit of improving health care literacy and to establish greater trust in regard to health care solutions. Making medical data more liquid and accessible will continue to create an improved user experience both online and in medical facilities. Last year alone, 116 million consumers went online for health related questions which is up from 63 million in 2002. 80% of all adults have searched for health related information. This is exponential search growth that cannot be ignored.

In its quest to improve the health and wellness of its employees, the South Dakota state government, partnering with HCMT and MediKeeper, has reached the conclusion that health care is not a product, it is a deliverable that must be continually monitored to best suit its employees' health needs. MediKeeper's technology gives each employee a single sign on solution that delivers information seamlessly and safely. MediKeeper's customizable tools are the premier globally integrated personal health information solution.

The Solution

The health care industry is currently in a state of flux that is being driven by innovation, economics and the health of the patient. South Dakota state government has understood this from the beginning and made dramatic moves not only to keep up, but also to influence the outcome. It understands that medical costs will stabilize or decrease if its employees follow healthier standards of care through the assistance of timely and factual information from a robust technology platform.

This health-based technology platform of HCMT and Med Keeper's design is the answer to this issue. Through a series of predictive algorithms and models as well as comprehensive data analysis and reporting, HCMT and MediKeeper are able to deliver the South Dakota state government information and trends that are integral to the continued delivery of quality health care programs. This data, and its interpretation, are what create this invaluable contribution to the health and wellness of the employees of the State of South Dakota.

This partnership of public and private organizations shows that through transparency, information, and choice, cost savings can be obtained. Through customized program, an employer can truly enhance the health and wellness of its employees. HCMT and MediKeeper deliver to its partners the ability to make their employees stakeholders in their largest expenditure, health care costs. This system creates a human return on investment. Employee morale and productivity increase accordingly.

In the final analysis, a movement has begun among informed employers to promote healthy lifestyles, actively manage early disease, and identify those at risk. The South Dakota state government, HCMT and MediKeeper are creating one of the models that will lead to healthier, more productive employees and lower health care costs. The key is the marriage of customized health and wellness technology with knowledgeable professionals in disease and wellness management.