

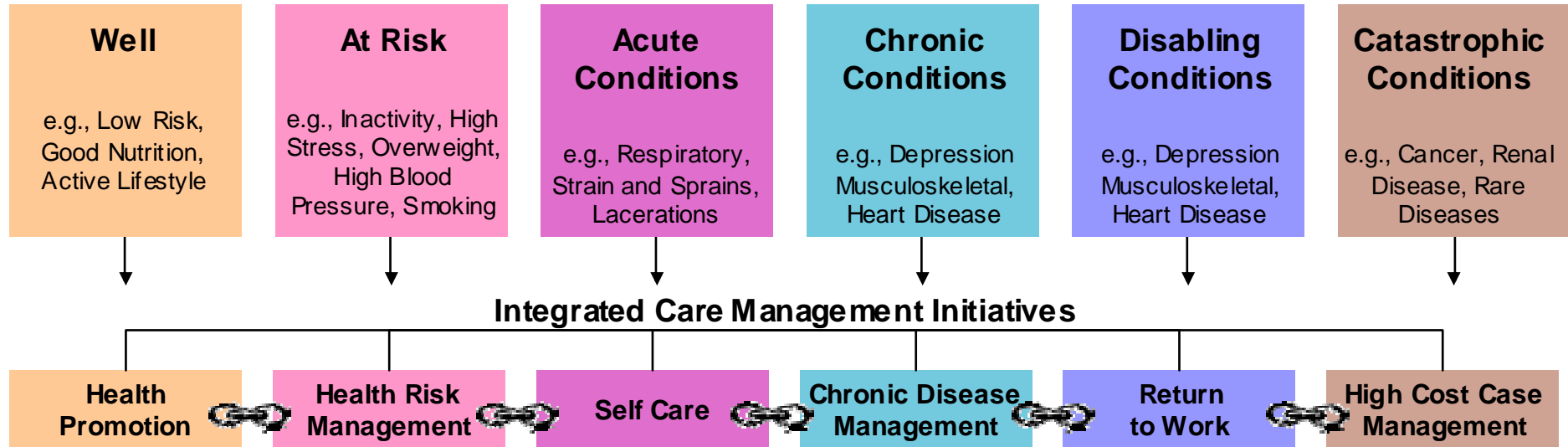
**Euromed**  
**Barcelona, 14-15 / NOV / 2005**  
**Creating Innovation**  
*New way to look at the system*



# MOTOHEALTH's Relevant Problem

- Payers in healthcare system can no longer afford to support rising costs
- 75% of US healthcare costs are for chronic diseases (CDs): asthma; cong. heart failure; diabetes; obesity.
- If not managed, CDs incur huge costs
- Disease Management: proven to help patients with CDs to manage disease.
- Lifestyle related diseases – lack of individual accountability
- Globalization of illness
- Behavior  $\leq$   $\geq$  \$ Premiums

# Integrated Care Management



- < **Planned Actions** --
- < **Flexible Surroundings** --
- < **Trend Access** --
- < **Immediate High Cost Reduction** --

# Controlled Population Approach

- **The approach to help individuals enjoy improved health, productivity and quality of life includes:**
  - single program branding and engagement... to drive consumer participation and engagement
  - a simple in-bound program access... to make it easy for Motorola's employees and dependents to access the services and programs you have invested in, to keep them healthy
  - sophisticated health screening tools including innovative predictive modeling and health risk assessments... to stratify the health care risk and needs of your entire population and serve as the foundation of patient identification for disease and care management
  - integrated case and disease management with targeted outbound interventions...to help assure a holistic approach to managing patients health care integrated program management...to provide Motorola ease of administration, consistent service, and defined accountability.
- **The strategy is designed to provide a personal, seamless experience to each individual.**

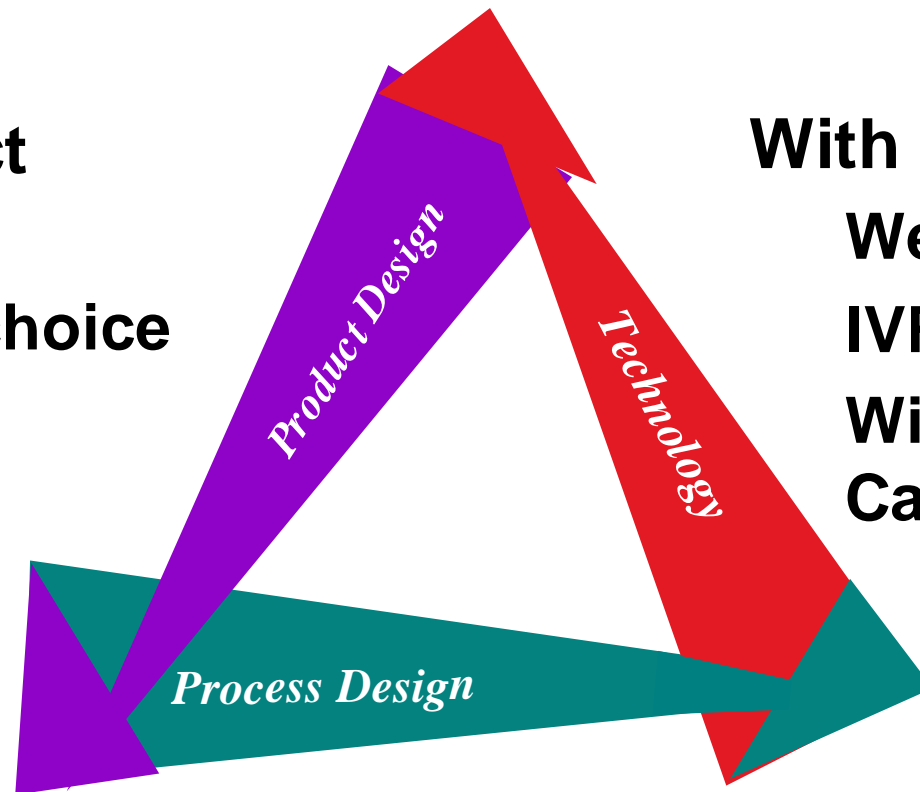
# Approach

## With Product Design —

Increase choice

Increase flexibility

Add value



## With Technology —

Web

IVR, VAT

Wizards &

Calculators

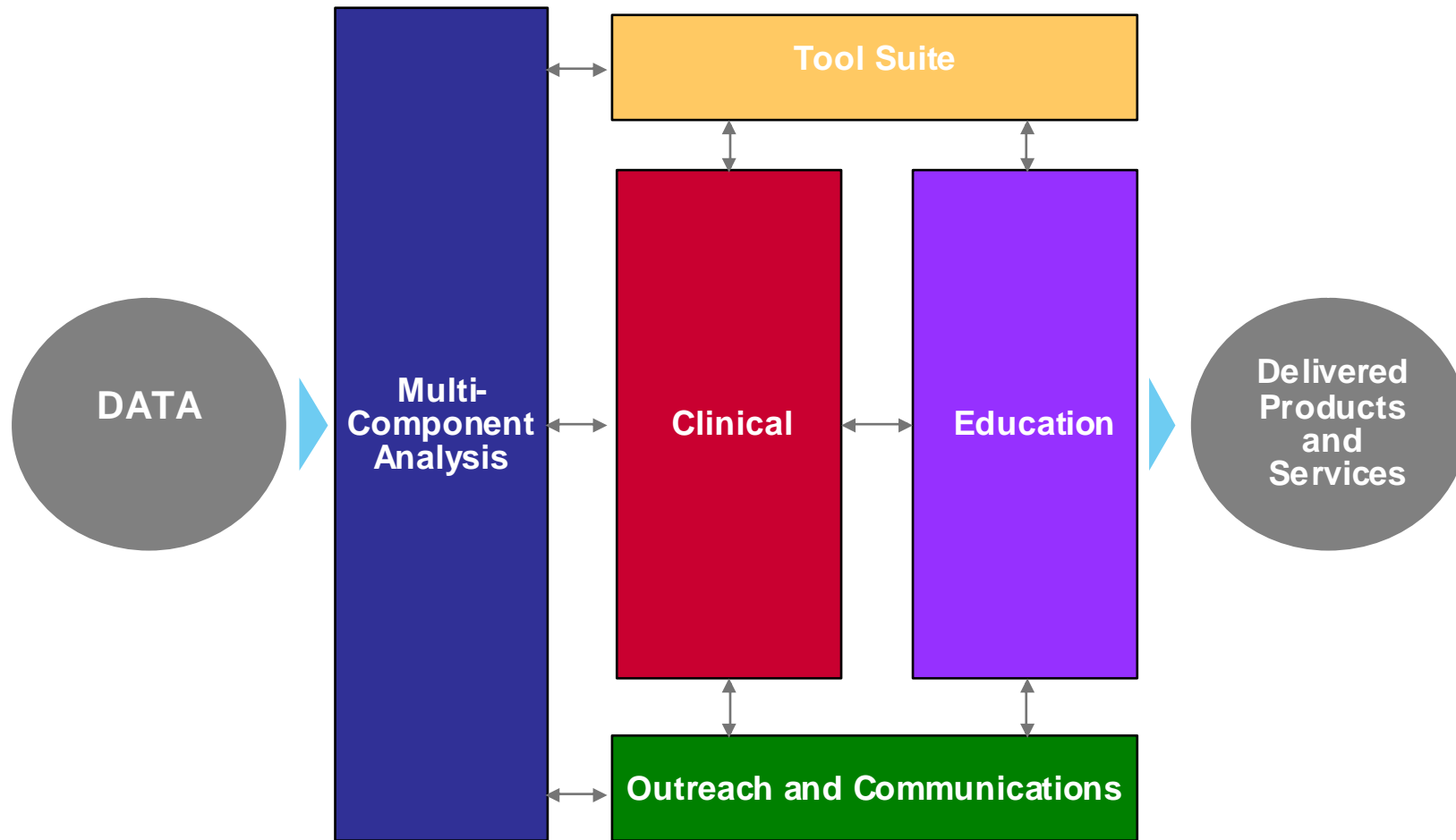
## With Process Design —

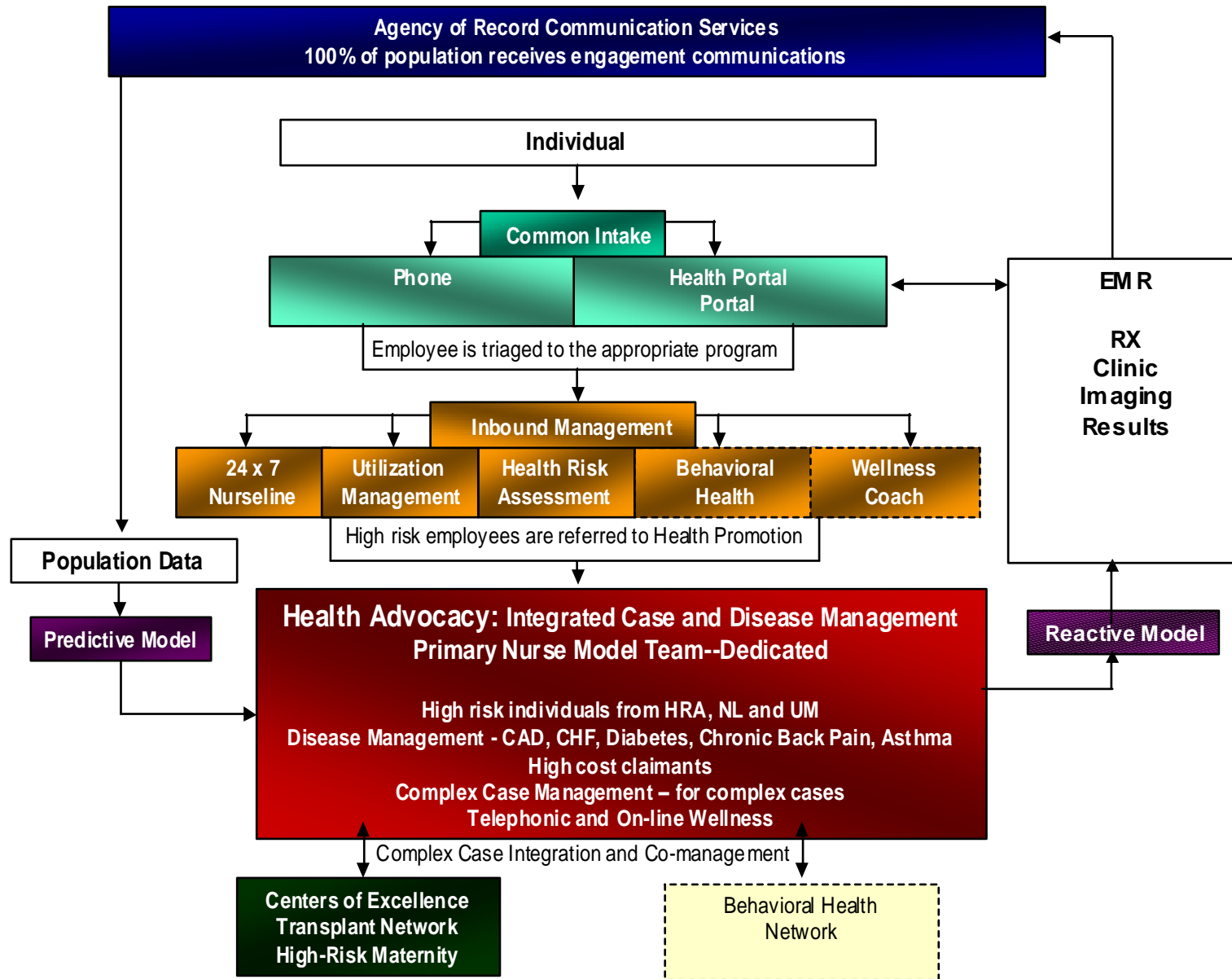
Providing guidance, not “managing care”

Break-through Change

Value & Individual-focus

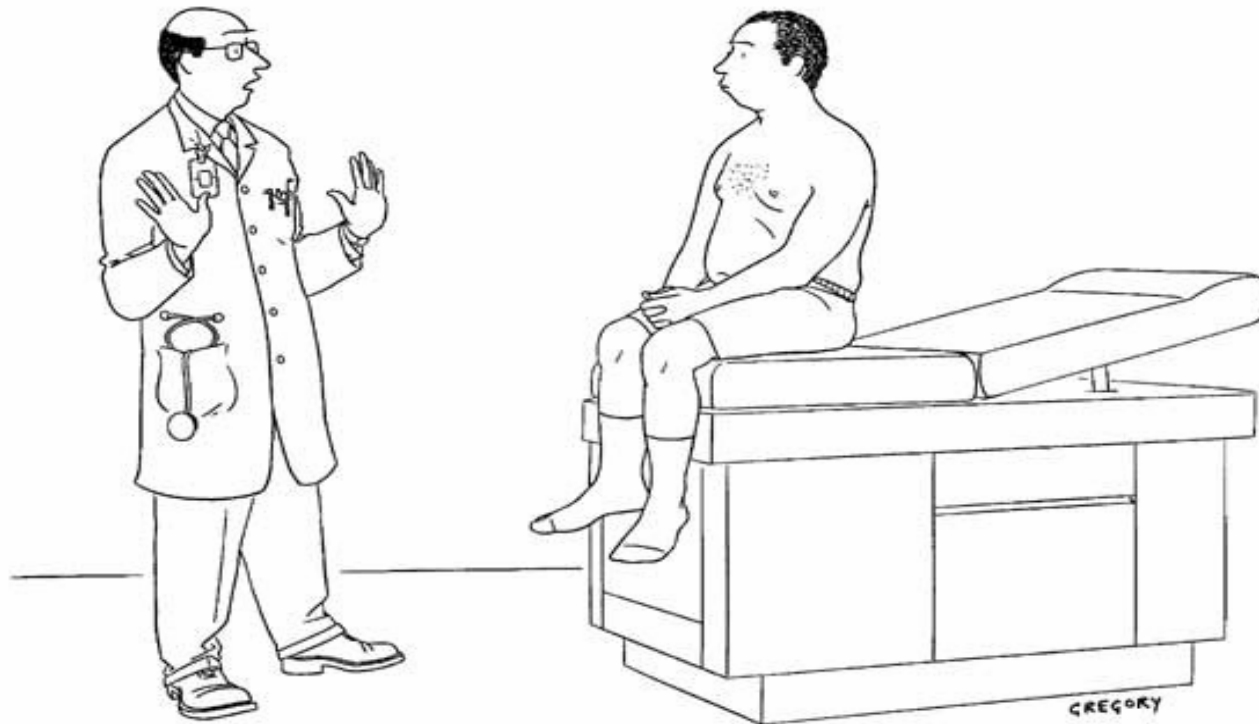
# Plan, Build, and Operate





# Controlled Information

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*“Whoa—way too much information.”*

# Creating Flexibility

*Freedom to choose*



# Seamless Mobility for Health Care

*Evolving towards a world with the user at the center  
of his/her Communications Universe*



## Our drivers:

- Bring Healthcare to individual
- Facilitate self-awareness
- Enable Accountability and increase involvement

## How:

Communication Devices (MCCDs) as “health bridges” to the individual. Deliver monitoring, care, education, advice, support  
*remotely and transparently*



TV

Internet

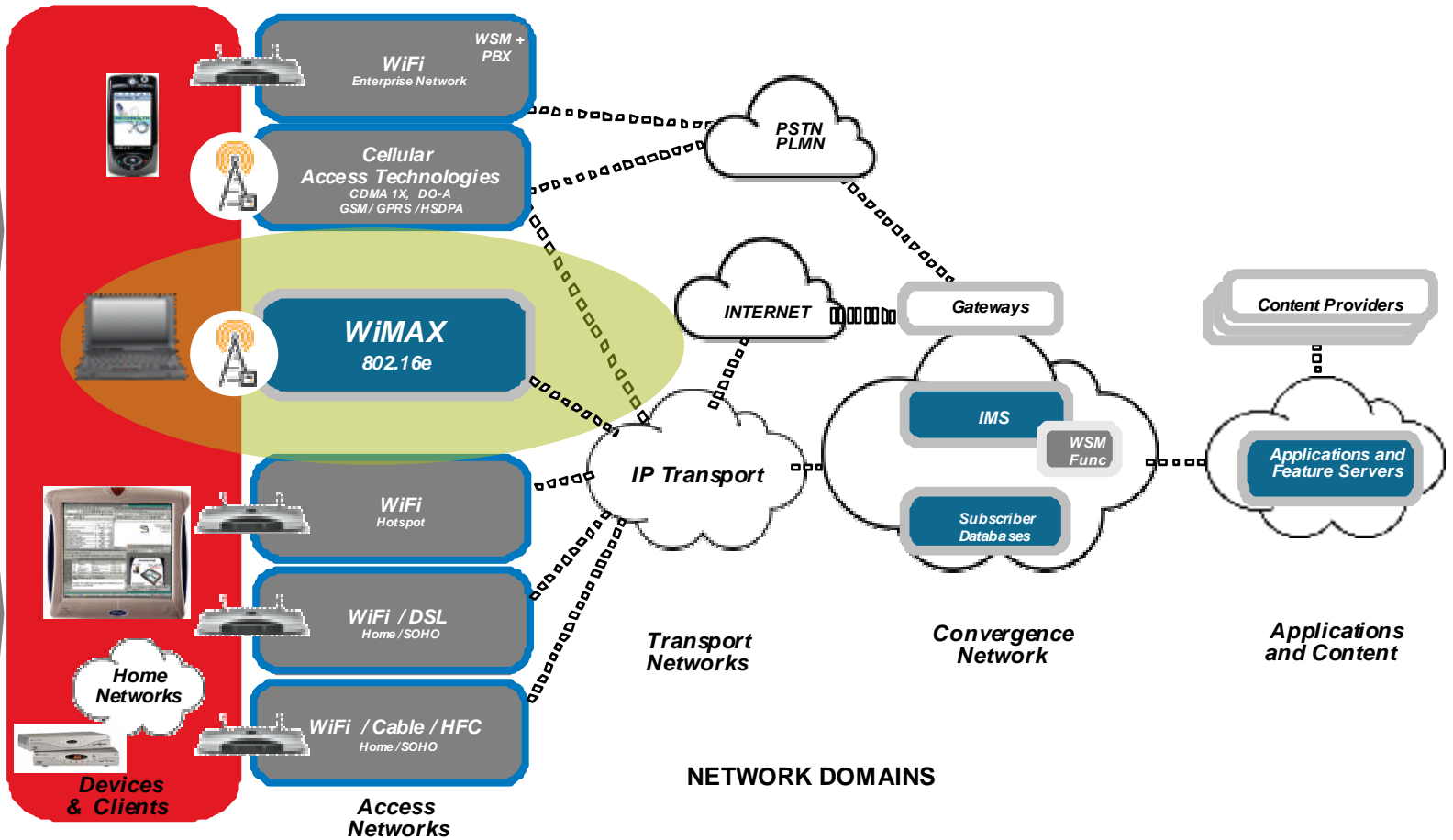
Mobile

Fixed

Cable

Media

Content



# Systems Potential Benefits

## **Enhance compliance**

Reduce negative outcomes due to non-compliance  
No “Parking Lot” diaries

## **Gather data at source**

Avoids transcription errors

## **Provide tools for early, direct intervention**

Real-time view of body

## **Complement phys. visits**

Track data over months

## **Provides mechanism to deliver education, advice**

Customize advice based on real-time patient needs  
Deliver education to the patient at the time of need

## **Bottom line:**

Empowered, informed, motivated patients  
That participate in decisions about their care  
With lower costs to payers

# Vision for the Future

**If we provide information and tools from which patient and physician choices can be made....**

**and If we provide patients the opportunity to make decisions with quality and financial consequences....**

**and If we hold accountable the performance....**

**Then the medical community  
will re-engineer the health care system  
... and not just the private... public as well  
... to maximize the Health Care Dollar/Euro/Yen/Yuan...**

