

Business Overview

Christopher Fey

Chairman & CEO, U.S. Preventive Medicine, Inc.

U.S. Preventive Medicine

Healthy living could save U.S. \$1 trillion

Study finds Prevention and early detection could drastically reduce the incidence of chronic disease, researchers say.

By Lisa Girion, Los Angeles Times Staff Writer
October 3, 2007

U.S. Preventive Medicine

Business
JACKSONVILLE
Journal

OCTOBER 12-16, 2007

Preventive medicine helps save money

BY DAVE STRUPP
STAFF WRITER

JACKSONVILLE — Businesses and health plans are realizing the benefit of preventing employees from becoming ill: It saves money in the long run.

The cost of treating chronic diseases and conditions in Florida created an economic burden of more than \$80 billion in 2003, according to a study released this month by the Milken Institute, a California-based think tank.

Florida reported higher occurrences of cases in seven categories of chronic conditions — including cancer, diabetes, heart disease,

grams in disease management and prevention has increased in the past several years.

"The idea [of disease management] is a little newer in terms of employer groups, health plans or states looking to invest in preventive medicine," said Fred Goldstein, chief executive officer for Jacksonville-based Specialty Disease Management. "It's now a national issue."

Health plans caught on to the benefits of preventive medicine and disease management programs in



U.S. Preventive Medicine President Brian

Healthcare IT News
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SOURCE FOR HEALTHCARE INFORMATION TECHNOLOGY • FEBRUARY 2007

The push for preventive medicine

BY ERIC WICKLUND, Managing Editor
DALLAS — The old adage "an ounce of prevention is better than a pound of cure" is hitting the front page — or, at least, a full-page spread in a recent issue of The Wall Street Journal, thanks to a company looking to have America embrace that idea.

U.S. Preventive Medicine unveiled its plans in a January 10 edition of the newspaper, rolling out an open letter to the American public. Titled "Prevention is the Solution: The Cure for Healthcare in America," the letter urges Americans to embrace a prevention-based approach to healthcare — in essence, taking steps to live a healthy life

to deliver its product. About 18 months ago the company rolled out its business plan at St. Luke's Regional Medical Center in St. Louis, Mo., part of the \$1.8 billion Iowa Health System. It's now looking to enlist other "founding member" hospitals around the country.

The company's plan, says Baum, is to establish a "U.S. Prevention Network," a collection of hospitals and healthcare providers around the nation who operate "Centers for Preventive Medicine." Anyone visiting these centers would be given access to a comprehensive series of diagnostic tests and imaging studies, then offered guid-

anced brand and methodology.

Those hospitals and healthcare providers, he says, "want to be an asset in the community that people look to rather than turn to only in a time of crisis."

"It's been estimated that only 4 percent of America's \$1.1 trillion dollars in annual healthcare spending is devoted to prevention," says Christopher T. Foy, U.S. Preventive Medicine's chairman and CEO. "That's why the country continues to experience alarming levels of obesity and serious illnesses like heart disease, stroke, diabetes and cancer. Prevention is the solution to this problem. Our nation must embrace

U.S. Preventive Medicine...the Holding Company

***Creating the new power brand
in one of the largest industries in the world.***



Say Yes to Prevention...a global movement/ad campaign worldwide



Please help me solve the health care crisis in America by saying Yes to Prevention.

My father died of colon cancer when he was 29. I never knew him. My 39-year-old brother-in-law suffered a massive stroke a few years ago and will never be the same again. Every day thousands of Americans are diagnosed with serious disease. Frequently too late. Many will die. Many more spend time in hospitals needlessly. Suffer needlessly. Miss work and lose income. Needlessly.

Many of these debilitating diseases can be minimized. Or avoided altogether. All it takes is a plan. A prevention plan. It's so basic and simple and affordable; it's tragic that our health system ignores it.

Which is why our company, U.S. Preventive Medicine, is starting a movement in America that will make the concept of prevention the achievable solution to so much unnecessary suffering. We want prevention to be second nature. Remember when smoking was cool? Remember when nobody wore seatbelts? It takes a movement.

We are developing nationwide programs with hospital systems and employers that have already begun to create a culture of prevention. The response from major hospital groups and physicians has been enthusiastic. More than one CEO has told us about trying to pull a prevention capability together without success. Corporate America understands how prevention can drive employee performance up and health costs down. And, individuals all across the country appreciate the fact that a sensible prevention program today can buy them More Good Years tomorrow. Preventing disease is why we exist. It's the only thing we do. Help us make 70 the new middle age in America.

The card you see here represents membership in The Prevention Plan. The Prevention Plan card is as important to your life as your medical insurance card. It will start being available in select markets some time in 2008. Watch for the announcements. Until then learn how prevention can work for you, your family, your company, or your health care system by visiting www.USPreventiveMedicine.com or call 214-992-9075.

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Chris Fey
Christopher L. Fey
Founder, Chairman, CEO
U.S. Preventive Medicine, Inc.

Learn more at
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To comment on Say Yes to Prevention go to www.MyPreventionBlog.com

U.S. Preventive Medicine

❖ Business Strategy:

- Component 1: The Center for Preventive Medicine
- Component 2: The Prevention Plan
- Component 3: Care Management & Health Plans
- Component 4: Network all Markets

U.S. Preventive Medicine

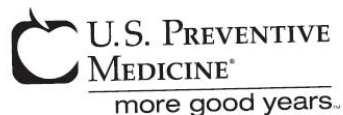
❖ Accomplishments to date:

- Built a team
- Raised capital
- Developed and Pilot Tested the business/operations model
- Acquired Disease Management Company to consolidate DM space
- Created all components for the business launch

Launch Ad – New York Times & Washington Post

Prevention is the Solution

The 'Cure' for Healthcare in America



January 21, 2007

To President George W. Bush, Members of Congress and the American Public:

As Americans await the State of the Union Address, the nation is hoping to hear a fresh approach to our healthcare challenges. Our country spends \$2.2 trillion on healthcare annually, yet it's been estimated that only four percent is devoted to prevention. Consequently, the U.S. is experiencing alarming levels of obesity and serious illnesses like heart disease, diabetes and cancer.

We believe a far greater emphasis on prevention is the solution to this problem – putting in place programs, protocols and procedures that detect and treat health risks early, preventing them from becoming life-threatening diseases.

The prevention model of healthcare holds enormous promise for individuals, employers, healthcare providers and policymakers. Embraced nationally, it will save lives, extend the period of healthy life, reduce healthcare costs and improve the productivity and vitality of our nation.

We are proud to introduce U.S. Preventive Medicine®, a new company dedicated entirely to prevention. As representatives of senior management and the company's Advisory Boards, we enthusiastically support its mission: to organize and advance a culture of prevention throughout America by partnering with hospitals, physicians and employers – all with the goal of enabling individuals to enjoy more good years. Since we first published this letter, we've heard from a broad spectrum of health systems, physicians, employers, organizations, as well as individual consumers. They have consistently supported this approach to healthcare as long overdue. Clearly America is ready for prevention!

In the coming weeks and months, you will learn more about this exciting prevention-based approach to healthcare, including the prestigious health systems that are establishing Centers for Preventive Medicine and offering preventive health programs to consumers and employers.

The next generation of healthcare in America has arrived. We encourage Americans to embrace it!

Component 1: The Center for Preventive Medicine

5 Star Customer Experience

- Comprehensive Preventive Packages
- Consultations & Health Coaching
- Same Day Results
- Personal Concierge
- Private rooms & lounge

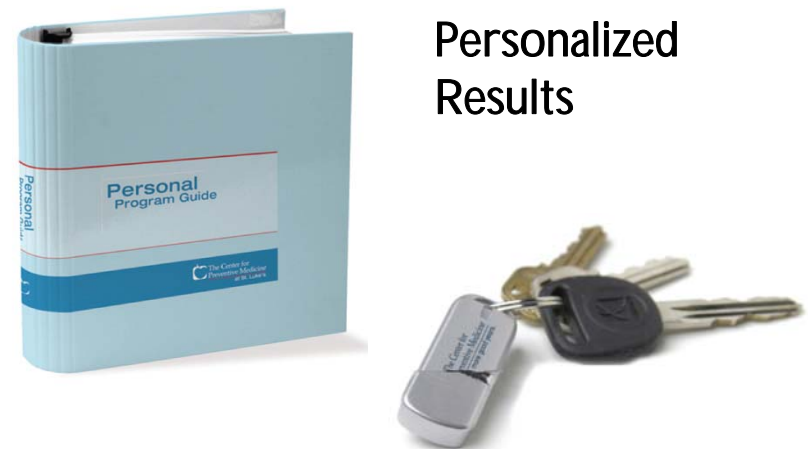
State-of-the-Art Facilities



Advanced Technology



Personalized Results



USF Health Local Market Ad

- TCPM-North Texas
- 350 hospitals, health systems and physician groups have expressed interest

Prevention is the Solution

The 'Cure' for Healthcare in America



USF Health proudly joins with U.S. Preventive Medicine® to offer Tampa the next generation of healthcare in America. Along with other prestigious medical centers across the country, USF will be establishing a Center for Preventive Medicine® for individual consumers and offering the Prevention Plan™, a groundbreaking benefit that will make preventive health services available to thousands of area employees through their employers.

A New Model of Healthcare

By utilizing sophisticated health assessments and diagnostic tests, we will offer a new model of healthcare – one designed to detect and treat health risks early, preventing them from becoming life-threatening diseases. Combined with the full range of quality healthcare we have consistently provided the region, our new suite of preventive health services will enhance USF's ability to improve the health status of all the people we serve.



Addressing a National Crisis

Our country spends \$2.2 trillion on healthcare annually, yet it's been estimated that only four percent is devoted to prevention. Across the U.S. – including here in Tampa – we are experiencing alarming levels of obesity and serious illnesses like heart disease, diabetes and cancer.

The prevention model of healthcare holds enormous promise for individuals and employers. It will save lives, extend the period of healthy life, reduce healthcare costs and improve the productivity and vitality of our nation – all with the goal of enabling individuals to enjoy more good years.

Stay Tuned!

In the coming weeks and months, you will learn more about our exciting prevention-based approach to healthcare. In the meantime, please visit www.USPreventiveMedicine.com and download "Preventive Medicine: A 'Cure' for the Healthcare Crisis." This article appeared as a supplement in *Disease Management*, the official journal of the Disease Management Association of America (DMAA), published by Mary Ann Liebert, Inc. of New York.

**The Next Generation of Healthcare has Arrived.
USF Health Provides it to You!**

For more information, visit us at www.USPreventiveMedicine.com

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Component 2: The Prevention Plan

- ❖ Think of it as a 'Carve Out' for preventive services like a vision or dental plan
- ❖ 250 companies in pipeline for 2008



 **THE PREVENTION PLAN™**
more good years.™

Prevention NOW,
more good years later.

Joan C. Doe
0054927300
Expires: 10.31.09



Please help me solve
the health care crisis
in America by saying
Yes to Prevention.

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Component 2: The Prevention Plan

- ❖ Web enabled Toolkit for prevention
- ❖ Secure log in
- ❖ 24 x 7 Access

more good years

Sign Up! to see the Big Picture
Discover the way to a better and longer life.

Log In
User
Password **>>**
Forgot Password?

Clients | Employers

Joe is 47 and can Bench Press 105 lbs.
Did we mention that he has asma?
There is much more to discover about how to obtain that longevity and vitality.

Start Here Step 2 Step 3

Our Goals

Advantage

Component 2: The Prevention Plan

- ❖ Health Risk Assessment
- ❖ Screening & Prevention Schedule
- ❖ Referral Network
- ❖ Coaching

The dashboard is titled "Home Page" and features a "more good years" logo. It includes a navigation menu, a user profile for "Shelby" with a "Low" risk level, and a "My Prevention Plan" section with tabs for Life, Lab, Chronic, and Future. The main content area is divided into several sections:

- Top Risks:** A table listing risks such as Tobacco Use, Future Colon Rectal Cancer, Weight, Blood Pressure, and Current Diabetes, each with a focus indicator.
- My Recommendations:** A list of recommended actions including Healthy Eating, Exercise, Stress, High Blood Pressure, High Cholesterol, Smoking Cessation, and Weight Management.
- Health News:** A table of news items with titles like "The LIPID MAPS" and "10 Reasons not to work", along with dates and a "More News" link.
- My Programs:** A table showing progress on goals like Weight, High Blood Pressure, Healthy Eat, and Smoke Cessation, with columns for Started, Status, Completed, and Goal Reached.
- Prevention Schedule:** A table listing items like Mamography with frequency, more info links, and action buttons.
- Upcoming Activities:** A table listing activities such as Initial Assessment, Tutorial, and Tracker Week 1 with dates and rewards.

At the bottom right, there is a copyright notice: "2007 © US Preventive Medicine".

Component 2: The Prevention Plan

- ❖ Medical Records
- ❖ Content
- ❖ Prevention Directions
- ❖ Clinical Case Management

The screenshot displays a patient's 'Prevention Plan' dashboard. At the top, there are navigation links for 'Instructions', 'Videos', and 'Whats next?'. Below this, the 'Prevention Plan' title is followed by buttons for 'View Other', 'Reassess', 'Risk Report', and 'Provider Report'. The main content area is organized into tabs: 'Risks', 'Physician Comments', 'Prevention Schedule', and 'HRA Responses'. The 'Risks' tab is active, showing a list of health risks. The first risk is 'Weight', categorized as 'At Risk'. Below it are four action buttons: 'Learn', 'Watch', 'Explore', and 'Act'. The 'Learn' button is highlighted. The 'Watch' button is labeled 'Animation'. The 'Explore' button is labeled 'Educational Programs, Health Content, Another Link, Additional Assessments'. The 'Act' button is labeled 'Advertage Programs, Prevention Program, Screenings'. Below the 'Weight' risk, there are three more risks: 'Blood Pressure' (At Risk), 'Diabetes' (At Risk), and 'Total Cholesterol' (Average). Each of these risks has a 'More Info' link. The 'Stress' risk is also categorized as 'Average' and has a 'More Info' link. The dashboard also includes a 'Lifestyle' section with a 'Learn' button, and a 'Chronic' section with a 'Learn' button. At the bottom, there are buttons for 'Update now' and 'Print', and a 'Prevention Schedule' section showing '3 Remaining'. The 'My Rewards' section shows '300 out of 1200 points'. The dashboard also includes 'Messages' (3) and 'News' (2) notifications.

Component 2: The Prevention Plan (sample of demand)

Project Name Federal Executive Institute's Wellness Program
Owner US Office of Personnel Management
Location CHARLOTTESVILLE, VA; WASHINGTON, DC
Zip Code 20415, 22903
County DISTRICT OF COLUMBIA, DC; CHARLOTTESVILLE CITY, VA
Sector Federal
Contract Amount \$1,972,420.95
Buyer Antoinette Campbell, Contract Specialist
Buyer Email amcampbe@opm.gov
Buyer Phone (202) 606-4806
Buyer Fax (202) 606-0910
Award Date 10/01/2007
Guide Ref Num 6811677 - 10/02/2007
Project Num OPM05-07-R-0010

ONVIA

Business Builder

[CLICK HERE](#) To Research
This Opportunity

Federal Business Opportunities Award General Information Document Type: Award Notice Solicitation Number: OPM05-07-R-0010 Posted Date: Oct 02, 2007 Original Archive Date: Oct 16, 2007 Current Archive Date: Oct 16, 2007 Classification Code: U -- Education & training services Set Aside: N/A Naics Code: 611430 -- Professional and Management Development Training Contracting Office Address Office of Personnel Management, Center for Contracting, Facilities & Administrative Services, Contracting Group, 1900 E Street, N.W., Room 1342, Washington, DC, 20415-7710, UNITED STATES Description Contract Award Date: Oct 01, 2007 Contract Award Number: OPM050700002 Contract Award Amount: \$1,972,420.95 Contract Line Item Number: Contractor: Occupational Health Strategies 901 Preston Ave Suite 400 Charlottesville, VA 22903-4491 Point of Contact Antoinette Campbell, Contract Specialist, Phone 202/606-4806, Fax 202/606-0910, Email amcampbe@opm.gov Place of Performance Address: 1301 Emmet Street Charlottesville, Virginia Postal Code: 22903 Country: UNITED STATES

This item applies to the following Categories and/or Locations.

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Component 3: U.S. Care Management



U.S. CARE
MANAGEMENT™

more good years®

Component 3: U.S. Care Management

Nov 3, 2007

N.D. Medicaid recipients offered new service to help manage chronic health conditions

By **KATINA TENGESDAL**
Staff Writer
ktengesdal@mindedailynews.com

The North Dakota Department of Human Services' Medicaid program is now offering Experience Health ND, a service that will help Medicaid recipients manage their asthma, diabetes, chronic obstructive pulmonary disease, or congestive heart failure.

The department estimates that about 3,000 individuals will qualify for the service.

"It's a free service, it's voluntary, so we hope that those (Medicaid) recipients will participate. It's like having their own personal nurse at their fingertips."

Through the Experience Health ND service, Medicaid recipients with the four qualifying chronic health conditions will have telephone access to nurses through a 24-hour toll-free health information line, and they will receive ongoing support in the management of

their conditions.

The service is a collaborative effort that seeks to improve patient outcomes through better disease management.

"This isn't a program where we're coming in to say, this is what you need to get better, but we are involving their physician in the treatment plan. It's a collaboration between the patient, physician, and nurse care manager," Hellman said.

The service's goal is to increase patients' abilities to effectively manage their chronic conditions, therefore reducing medical costs associated with emergency room visits or hospitalizations.

The service, said Maggie Anderson, Medical Services Division director, has been a couple of years in the making. Anderson said the department looked over Medicaid claims

and saw what diagnoses Medicaid spent more dollars on.

"From that data, we focused on those four diseases, areas where we were spending the most money, and it (a program focused in those areas) had the most potential to help our recipients," Anderson said.

The North Dakota Department of Human Services has a contract with U.S. Care Management Inc. to provide the health information line and to manage a team of nurse care managers based in North Dakota. The nurses are available for face-to-face and telephone care coordination, patient education, and monitoring services.

Anderson said the program will aid recipients by giving them the tools to self-manage their conditions.

"We want to make sure the person is going in for their annual flu shot, that they are compliant with their medication-- we are collaborating with their physician and a nurse care manager, trying to improve their overall health care," Anderson said.

"They will have a complete health assessment, and that health assessment will help identify any other barriers that may come up. Maybe they have some transportation issues, and they can't get to the doctor's office. They would look at that and see how we can overcome those barriers," Hellman said.

Once the health assessment

is completed, Hellman said, recipients will be placed in different risk categories, which will determine how frequently they need telephone calls from a nurse or whether they need face-to-face visits with the nurse.

In addition to the toll-free health information line, U.S. Care Management Inc. is collaborating with the University of North Dakota's School of Medicine and Health Sciences and College of Nursing to provide continuing education and outreach to health care providers. U.S. Care is also assisting in creating a Web site that will contain information for recipients and providers.

Medicaid recipients with chronic conditions received letters about the new service, and began enrolling in October. The program is available statewide, and Medicaid recipients with any of the four qualifying conditions should call 1-866-435-4306 if they wish to participate.

AS PUBLISHED IN THE NATIONAL EDITION OF THE WALL STREET JOURNAL

BRACE YOURSELF.

<< \$92 BILLION* IS SPENT ANNUALLY ON DIRECT MEDICAL COSTS FOR DIABETES IN AMERICA. YET RESEARCH SUGGESTS THAT PEOPLE SUFFERING WITH DIABETES ARE ONLY GETTING 45%* OF THE CARE THEY NEED.

PAINFUL, ISN'T IT?

At U.S. Care Management™ we lessen the pain by helping patients manage their condition on a person-to-person basis, in their homes, one at a time. We could save as much as \$5 billion* annually in direct medical costs if we did nothing more than help Americans with diabetes keep their blood sugar levels in check.

And that's just diabetes. It is estimated that nearly \$1.1 trillion** - yes, trillion - could be saved annually by 2023, through improved prevention and better treatment of seven of the most common chronic conditions: cancer, diabetes, hypertension, stroke, heart disease, pulmonary conditions and mental disorders. That's powerful medicine.

Our people-based, 360° approach to care management mobilizes registered nurses to ensure that proper, often complex, treatment plans are being followed by patients with chronic disease. We're working to save millions, even billions of dollars. More importantly, we're extending and saving the lives of real human beings - mothers and fathers, children, brothers and sisters, and best friends - maybe someone in your life. We know how to make medical costs less painful. We do it all day every day. Disease management is powerful prevention.

U.S. Care Management™ (formerly Specialty Disease Management Services Inc.) is now a wholly-owned subsidiary of U.S. Preventive Medicine, Inc., the leader in prevention.



Learn more at www.USCareManagement.com or call 866.665.0096.

*BASED ON A REVIEW OF THE NATIONAL CENTER OF HEALTH AND HUMAN SERVICES REPORT, "DIABETES IN AMERICA: THE BURDEN OF DIABETES AND THE NEED FOR ACTION." **BASED ON A REVIEW OF THE NATIONAL CENTER OF HEALTH AND HUMAN SERVICES REPORT, "DIABETES IN AMERICA: THE BURDEN OF DIABETES AND THE NEED FOR ACTION." © 2007 U.S. PREVENTIVE MEDICINE, INC. ALL RIGHTS RESERVED.

Component 3: U.S. Care Management



- More than 90 million Americans live with chronic illnesses.
- Chronic diseases account for 70% of all deaths in the United States.
- The medical care costs of people with chronic diseases account for more than 75% of the nation's \$2.2 trillion medical care costs.
- Chronic diseases account for one-third of the years of potential life lost before age 65.

Component 3: U.S. Care Management

Sample of the Types of Proposals Coming Out:
Range of \$1.5-\$3.0+ M/year

The State of Oregon
Department of Human Services
Division of Medical Assistance Programs

Issues the Following

Request for Proposals

For

Integrated Care Management

RFP #2550

Date of Issuance: October 1, 2007

Proposals Due by: 2:00 P.M. Local Time, November 29, 2007 at the issuing office.

Postmarks and faxes will not be considered.

Proposal Public Opening: November 29, 2007, 2:00 P.M. Local Time, at issuing office in Room 469

Issuing Office: Contracts and Procurement

John Dotson, Procurement and Contracts Specialist

500 Summer Street NE, 4th Floor, E03

Salem, Oregon 97301-1080

Phone: (503) 945-5822

Fax: (503) 373-7365

Component 3: U.S. Care Management

PURPOSE OF REQUEST FOR PROPOSALS

1. This integrated program objective is to improve client health, transition clients effectively through a continuum of services and reduce or maintain current per client health care medical costs.

Component 3: U.S. Care Management



- Government Contracts (5 in '07 – 7 in '08)
- Employer Contracts
 - Asthma
 - Diabetes
 - Chronic Heart Failure
 - Chronic Obstructive Pulmonary Disease
 - HIV
 - High Risk OB/Prenatal



Component 3: Integrated Health Care Plans

Integrated Health Plans

- Prevention Plan on the front end...U.S. Care Management on the back end yields a point to point care model that can produce improved outcomes, productivity and reduced medical expenditures = higher margin business
- \$2.2 Trillion in health care costs/opportunity
- Selected opportunities to enter markets with health system partners
- 8 Senior Executives have extensive, successful experience
- Experience in 20+ market openings, start up through public company
- Unlimited opportunities across the U.S.

Component 3: Integrated Health Care Plans

<http://www.latimes.com/business/la-fi-hmo19oct19.1.6193653.story?track=1&cset=true>

From the Los Angeles Times

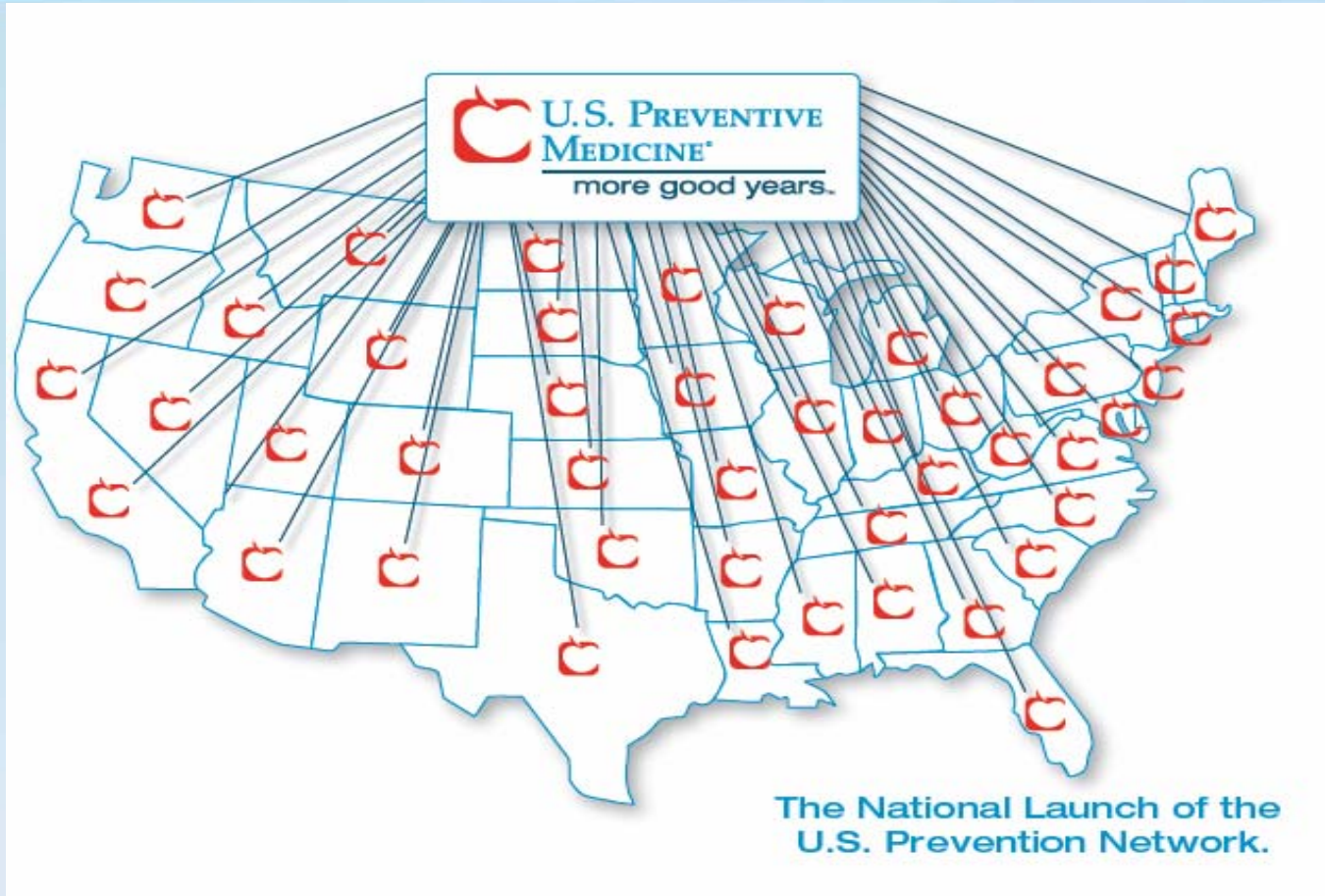
HEALTHCARE HMOs not meeting national standards in basic areas, report says

Many Californians in the plans are not getting adequate screening to detect diseases such as cancer, state report says.

By Lisa Girion
Los Angeles Times Staff Writer

October 19, 2007

Component 4: Network all markets



Creating the new power brand in one of the largest industries in the world.

Healthy living could save U.S. \$1 trillion

Study finds Prevention and early detection could drastically reduce the incidence of chronic disease, researchers say.

By Lisa Girion, Los Angeles Times Staff Writer
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althcare **IT** News Noticed by many with HIMSS

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