

HEALTHY DIRECTIONS

Case study for Health, Wellness, and Engagement

For U.S. Employees with Flex Health Care Benefits



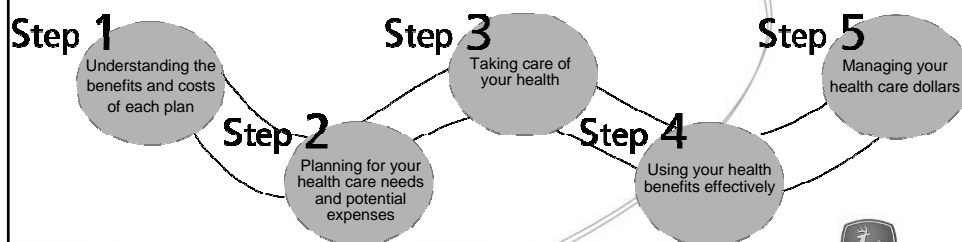
*Your Health
Your Choice
Your Future*



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Engaging Employees

- Integrated health care, wellness programs & messaging
- Focusing on the longer term – not next 12 months
- Multi-media: face-to-face, print, online modeling tools, phone and Web resources



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2

Summary of Deere's Change

- Sold John Deere Health, an HMO company
- Employees given 18 months of communication and training prior to the plan change
- HSA/HDHP full replacement strategy
- Most employees switched from 100% PPO & HMO plans to \$2,150/\$4,300 HDHP style plan
- 92% opened an HSA account
- 80% saved personal dollars in their HSA

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3

HSA Engagement

- 92% choose an \$700/\$1,300 HSA contribution instead of the same amount in cash
- 80% voluntarily saved in their HSA
- 42% cited they are saving for retiree healthcare compared to 15% prior to the change
- 1st Year Avg HSA Account balance - \$1,900
- 92% ended the 1st year with HSA greater than \$100

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4

Asset Distribution by Income – Q3 2008

Income*	Count	Average Assets	Total Assets
Less \$20K	1,018	\$1,741	\$1,865,366
\$20K - \$30K	836	\$1,710	\$1,429,234
\$30K - \$50K	2,457	\$1,810	\$4,448,109
\$50K - \$100K	7,530	\$2,374	\$17,879,514
Over \$100K	5,627	\$3,329	\$18,733,942
Total	17,468	\$2,539	\$44,356,165

*Income is estimated based on data collected during the account opening process

Source: hsa_accts_assets_by_income_client.xls

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5

Asset Distribution by Age – Q3 2008

Age Band	Count	Average Assets	Total Assets
18 – 25	573	\$963	\$551,587
26 – 30	1,708	\$1,843	\$3,148,446
31 – 35	2,103	\$2,175	\$4,573,985
36 – 40	1,921	\$2,442	\$4,690,145
41 -45	1,792	\$2,530	\$4,533,509
46 – 50	1,557	\$2,715	\$4,227,003
51- 55	2,354	\$3,187	\$7,502,201
56 – 60	2,721	\$3,475	\$9,455,539
61 – 65	2,542	\$2,054	\$5,220,771
Over 65	197	\$2,299	\$452,980
Total	17,468	\$2,539	\$44,356,165

Source: hsa_accts_assets_by_age_client.xls

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6

Healthy Directions – 1st Year Results

- Employees spent 1/3rd of the HSA dollars
- Average HSA balance - \$1,900
- Many employees' total costs are lower (premiums, out-of-pocket, HSA)
- Medical trends moderated
- 6,610 used Employee Assistance Program
- 2/3rd of employees with an identified high or moderate risk actively engaged with a Health Coach

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7

Healthy Directions Member Compliance with Chronic Conditions - Pharmacy

Standard Therapeutic Class Description	2007 Percent of Days Utilized*	UHC Book of Business Norm
Anticoagulant/ Antiplatelet	83.1%	85.2%
Anticonvulsants	77.2%	70.7%
Asthma, Respiratory Conditions	56.6%	55.5%
Cholesterol Reducers	84.6%	81.2%
Contraceptives	84.0%	75.8%
Diabetic Therapy	79.4%	76.1%
Hypotensives	87.0%	82.3%
Osteoporosis	81.9%	83.0%
Cardiovascular - Other	88.1%	87.6%
Prostate	73.7%	80.6%
Thyroid	92.7%	85.2%

Percent of Days Utilized: Quotient from dividing Days Supply by # of days elapsed (Jan 1 – Mar 31 = 90 days elapsed)

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8

Healthy Directions Preventive Services - 2007

	% of Target Population Receiving Services	
	Healthy Directions	Non-Healthy Directions
Breast Cancer Screening	51.10%	57.00%
Prostate Cancer Screening	26.90%	28.20%
Well Baby Visits	96.10%	88.70%
Well Child Visits	53.90%	37.40%
Well Adult Visits	37.20%	38.30%
Immunizations		
- Hepatitis B	51.20%	39.90%
- DPT	38.30%	29.80%
- Influenza	22.20%	31.30%

HDHP Full Replacement

QUESTIONS

*A balanced approach on
healthcare & wellness*