



Healthy Partnerships – Healthier Communities

Who is LaCare?

LaCare will be a partner with the state of Louisiana in a revolutionary move to improve the quality and accessibility of care to low-income families and individuals. We are part of the AmeriHealth Family, a national leader in Medicaid Managed Care, also known as Medical Home. AmeriHealth has established a Medical Home for hundreds of thousands of people across the country receiving Medicaid coverage and in need of better quality healthcare. Through LaCare, AmeriHealth will bring that same experience and expertise in working with underserved communities and promoting improved health outcomes to Louisiana.

LaCare will help members build the foundation for a lifetime of healthy living.



What drives us?

We are a mission-driven company focused on building healthy communities by helping people get care and stay well. We know that creating partnerships within the communities where our members live and work is critical. A major factor in our success has been our desire and ability to work with community and advocacy organizations whose mission is to improve health-related outcomes.

From wellness education and disease-management programs to initiatives for keeping children active and getting mothers and babies the care they need for the right start in life, LaCare will help its members take charge of their health and build the foundation for a lifetime of healthy living. Examples of our programs include: “Healthy Hoops” asthma management education for children; “Lose to Win” program for weight and diabetes management; and the “WeeCare” prenatal care program to improve birth outcomes.

We look forward to empowering LaCare members and their families to live healthier lives through the wide range of tools, coaching and programs we offer.

What is the vision for Louisiana?

Beginning in 2012 Louisiana will work with companies like LaCare to provide health coverage to citizens covered under Medicaid. We see this new arrangement as an opportunity to help families and their communities become healthier by addressing the unique needs of Louisiana’s Medicaid population. By working with partner organizations we can raise awareness of health issues and better inform citizens of how they can stay well. The expected result will be reduced cases of disease and illness disproportionately affecting poor and underserved communities.

LaCare envisions working with health providers, faith-based groups, advocacy and education partners and other health service organizations to promote positive health outcomes for Louisiana’s Medicaid population.

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Why is LaCare the right choice?

LaCare has the right priorities and will make a commitment to our members and their communities. As a non-publicly traded company, LaCare is able to put our money back into Louisiana rather than into the hands of stockholders. That creates a model under which we can do more good and which benefits the communities in which our members live and work. LaCare has the right experience to help bring about the healthcare transformation in Louisiana. We have learned through 26 years of Medicaid Managed Care experience that producing healthy outcomes requires much more than servicing claims. It also means leveraging the expertise of organizations with specific focuses on health-related causes.

We have a strong record of improved health outcomes in the states where we provide a Medical Home for Medicaid recipients:



The Healthy Hoops® program uses basketball to help children with asthma and their families learn about the disease and how to manage it with nutrition, exercise and medication use. The program has been shown to decrease emergency room visits and hospital stays related to asthma, and families in Healthy Hoops reported more usage of controller medications and less frequent use of rescue medications. Children and families have reported improvements in asthma control test results and in overall quality of life.

Our **WeeCare program** provides high-risk pregnant members with specialized pre-natal care management. WeeCare care managers act as advocates and coaches for pregnant members throughout pregnancy and postpartum, coordinating medical care and social services for women with high-risk pregnancies. This program fulfills a critical need in AmeriHealth's provider area with 50% of members identified as having high-risk pregnancies.



We are the **Premier Prematurity Campaign Partner for the March of Dimes in South Carolina**. With too many babies born pre-term in states across the country, AmeriHealth joined the March of Dimes to turn the tide in South Carolina and help give children a healthy start in life. The March of Dimes' 2010 Prematurity Campaign Progress report shows trends moving in the right direction and Select Health is proud to be a partner in this important initiative to reduce infant mortality rates.

The **Text4Baby program** provides a free, mobile information service designed to promote maternal and child health by providing pregnant women and new moms with detailed health tips, via text message, to assist them in caring for themselves and their children. The program, which was launched nationwide in February 2010, has nearly 35,000 enrollees benefiting from this valuable information.

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Our members and partners notice our commitment.



In South Carolina, AmeriHealth - “Select Health” - has built a **strong relationship with the American Lung Association** to focus on asthma management and is engaged in a range of the organization’s activities and events. Select Health has become very involved in recruiting campers and educating the community about the American Lung Association’s Camp Puff ‘n Stuff, a week-long overnight camp for children with asthma. Select Health employees also serve on event committees and boards for the American Lung Association and participate in fundraisers like the organization’s Fight for Air Run/Walk.

“Select Health is one of the rare companies that goes beyond writing a check. It’s all of the little things they do that helps so much; we really couldn’t do all of this without them.”

– Katrina Taylor, American Lung Association Regional Director, South Carolina

In Pennsylvania, **Keystone Mercy partnered with the YMCA to host a 12-week “Lose to Win” program** for members with type-2 diabetes focused on education about healthy eating and exercise. After 3 months, 115 members had successfully completed the program and earned a year-long YMCA membership to keep up with the healthy habits they developed during Lose to Win.

“I was diagnosed with type 2 diabetes in 2003. When Keystone Mercy contacted me about the Lose to Win program, I was really in need of help with managing my diabetes and I knew this program was ideal for me. If every community had a program like this, we could reverse a lot of health conditions that are draining our system.”

– Dale, Lose to Win Program participant who lost 28 pounds during the 12-week program.



Keystone Mercy’s Gift for Life program partners with Fox Chase Cancer Center and mobile mammography vans to increase the number of members receiving routine mammograms. The program targets women who have never had a mammogram or who have not been tested in more than two years. In 2009, more than 1,190 women received mammograms through the program.

“Breast cancer runs in my family and I was 10 years overdue for a mammogram because I was petrified of getting bad results. When I received a call from someone at Keystone Mercy, she convinced me today was going to be the day. Having mammograms available in the community is the best thing Keystone Mercy has ever done... Keystone Mercy probably saved my life today.”

– Miriam, Keystone Mercy member who received a mammogram through the Gift for Life Program.

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How can LaCare bring about better results?

The AmeriHealth Family of Companies has a strong record of experience contributing to improved health outcomes. Beyond ensuring our members have access to high-quality healthcare, we partner with organizations to provide a holistic care approach of preventive wellness and health maintenance. We want to help our members prevent a serious health or medical illness by working with partners to give them the tools to take charge of their health and encourage healthy activities, whether it be nutrition and fitness classes, maternity and child wellness programs and coaching, or asthma and diabetes management education. We work with organizations and partners who are familiar with local needs and challenges for a targeted approach to family and community health.



LaCare employees volunteer at a home build in St. Bernard Parish



LaCare wants to be more than a healthcare company in Louisiana. We want to be the Medical Home for members who need personal attention and a dedicated partner in achieving their personal health goals and those of their family. We are known by our partners for getting involved, staying committed and achieving real results for our members.

LaCare is eager to become part of the communities we will serve and to work with respected community partners.

Our focus is, and has always been on **Our Mission**

We help people

- get care
- stay well
- build healthy communities

We have a special concern for those who are poor.

LaCare believes that Louisiana residents deserve a bright and healthy future. We are seeking partners who share this vision.

Our record in other states shows that if we combine your knowledge and experience working with Louisianans on the issues that matter most with our dedication to helping people get care and stay well, we can help build this healthier future one family at a time. We look forward to partnering with organizations who maintain their own strong record of serving the community and who have earned citizens' trust and respect.

We hope you will join with us to build healthier families and communities in Louisiana and achieve health care outcomes we can all be proud of.

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A member of the AmeriHealth Family of Companies