



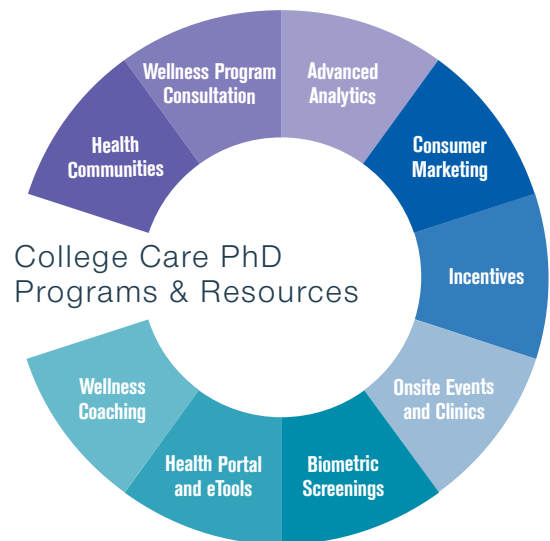
College Care PhD

(Personal Health Drivers)

College Care PhD (Personal Health Drivers) is an innovative program available through UnitedHealthcare – the first of its kind in the higher education marketplace. It is being introduced as a program available only for the Coalition for College Cost Savings (the Coalition) organizations and their eligible institutions and can be integrated within an educational institution’s health and wellness strategy for its faculty and staff.

College Care PhD surrounds an individual with wellness programs and incentives to help drive engagement and create a culture of health. Integral to the program is rewarding individuals for achieving pre-established targets in value-based plan design, engagement metrics and outcome-based clinical programs. If the total population achieves target participation, the trend applied to the institution’s renewal will be lower than current market trend.

This “behavior change” model is designed to encourage individuals to engage in healthy behaviors through personalized health action plans supported by financial incentives. The goal is to produce better clinical and financial results immediately and over the long term.





College Care PhD goes hand-in-hand with an institution's commitment to health improvement. UnitedHealthcare works with each institution to create a customized and cohesive solution with pre-established programs and health targets.

Our Collaboration's Goals:

- ✓ Improved health behaviors
- ✓ Better clinical and financial results
- ✓ Lower costs for school and individual

Key components include:

- Population assessment to identify areas of opportunity
- A variety of outcome-based programs to choose from
- Defined end goals with specific short and long-term clinical and financial results
- Flexibility in incentives offered including dollar lump sum, contribution credit or prepaid cards
- Scorecard allowing individuals to track progress to goals
- Institution-level scorecard to track aggregate participation and results

	Population Analysis	Individual Scorecard	Rewards for Completion
EXAMPLE:	Population has high incidence of: <ul style="list-style-type: none"> ■ Diabetes 	Individual achieves target outcome or takes action: <ul style="list-style-type: none"> ■ Annual eye exam ■ Hemoglobin A1C test 	Employer provides an incentive: <ul style="list-style-type: none"> ■ Contribution credit ■ Lump sum ■ Prepaid cards



To learn more about how College Care PhD's behavior change model may help you achieve better clinical and financial results contact: **R. Christopher Costin** at **UnitedHealthcare (502) 318-1861** or **robert_c_costin@uhc.com**.

