



Exceptional Doctors. Exceptional Care. Exceptional Results.

MDVIP: Personalized Healthcare

Dallas, Texas

May 21, 2009



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MDVIP is Redefining Primary Care

- National network of primary care physicians
- Focus on prevention and early detection
- Physician as healer, wellness coach and coordinator of specialty care
- Engaging and educating patients
- 320 Practices, 26 States and D.C.
- 110,000 patients
- State-of-the-art technology
- Non-covered Services (\$125/month)
- Reductions in hospitalization rates and improved quality measures

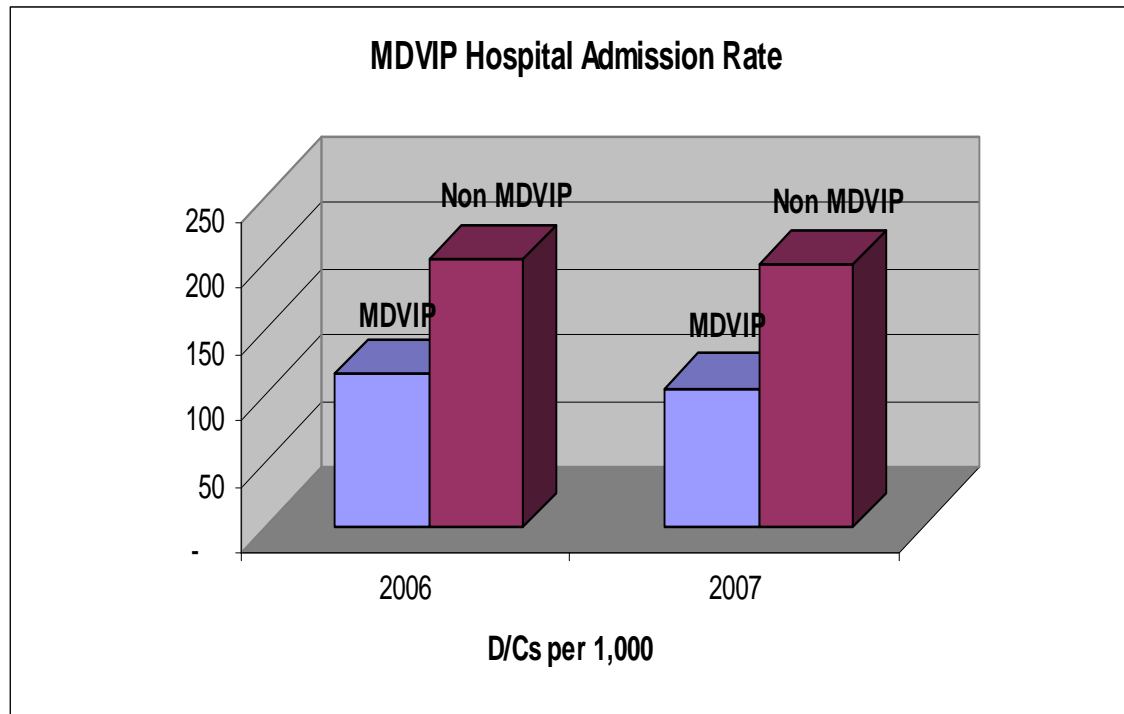


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The MDVIP Practice Model

- **Practice Changes**
 - Smaller practice (max. 600 patients) – more time
 - Same or next day appointments that start on time
 - Patient wellness portal, Personal Health Record, EHR, Cell Phone Contact
 - No answering service, physician cell phone & beeper
- **Physician Changes**
 - Focus on prevention and early detection
 - Physician as healer, wellness coach and coordinator of specialty care
 - Develop individualized patient prevention & wellness plans
 - Chronic disease protocol management
- **Patient Changes**
 - Comprehensive annual examination & health risk assessment to determine risks before they become diseases
 - Follow up prevention & wellness plans – discuss with doctor
 - Education with newsletters, alerts, phone coaching, cell phone reminders
 - At risk chronic disease case management

MDVIP Admissions were 42% lower than Non-MDVIP Admissions for 2006 and 47% lower in 2007



Accounts for differences in state, age, sex, ethnicity, & income

* Non-MDVIP data obtained from Claritas & IntelliMed and from US Census Bureau for population by State & Payer Type (Coverage by state all people 1999-2007 & coverage by state, persons < 65 1999-2007)

** Study conducted by Applied Quantitative Sciences, Inc. 2009