

Vital Decisions Program Recognized as a Health Management Best Practice

Vital Decisions 'Living Well Program' has been recognized as a 2009 Best Practice in Consumer Empowerment and Protection by URAC, the nation's leading health care accreditation organization. The award is designed to recognize innovative leadership and successful programs in consumer centric health care management.

"Our Best Practices awards program is a unique celebration of the best the health care industry has to offer. At a time when health care reform is in the spotlight, achievements from companies like Vital Decisions are even more important."

Alan P. Spielman CEO

Vital Decisions is the leader in providing health-care counseling services to individuals and their families who are facing serious medical situations. Our proprietary counseling methodology, called the Living Well Program, enables patients to



become more active participants in healthcare decision making and to remain in control. The program focuses on helping patients identify, communicate, and incorporate their individual preferences and priorities into current and future decisions about their care. We have worked with more than 5,000 individuals to help them live well during a time of serious illness. For more information, visit www.vitaldecisions.net.



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Catalysts for Informed & Active Patient Decision Making During Advanced Illness



The Difficulties of Delivering Care During Advanced Illness is Now Front Page News, Confirming What You've Known For Awhile....



That Care Can be Fragmented, Non-Beneficial and Not Aligned With the Preferences of the Patient

The Solution Lies In Unlocking the Potential Power of the Patient

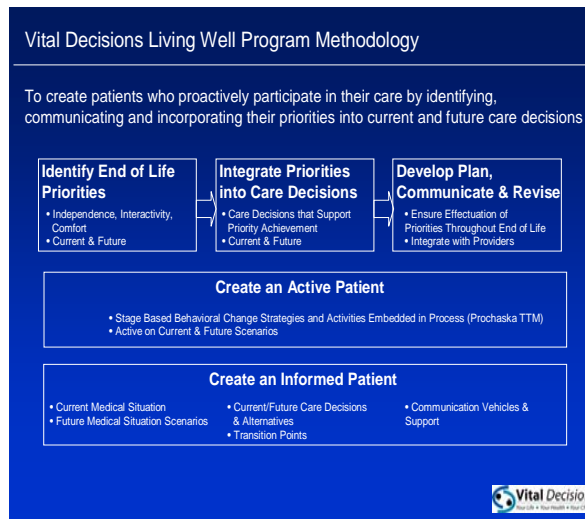
"Vital Decisions was instrumental in helping me to help my family understand how to give my mother what she wanted. This was my first experience with a family member who was seriously ill. The counselor was able to help me be strong for my mother when she couldn't be for herself."

Daughter of a CHF patient

Vital Decisions: Providing Skilled Navigation Through Areas That Others are Reluctant to Explore

Vital Decisions Living Well Program is implemented in collaboration with the health plan and the patient's care management team. Appropriate members are identified by the health plan either through Vital Decisions' proprietary identification algorithms or through the plan's case and care management departments. Our counseling program consists of a series of modules that significantly increases the ability of the seriously ill member to proactively participate in their care by identifying, communicating and incorporating their priorities into current and future care decisions.

Utilizing Our Nationally Recognized Proprietary Counseling Methodology



Measurable Value and Results

- Our proprietary counseling methodology, tools, and materials make the most significant difference. Our highly skilled and experienced counselors use a consistent methodology and neutral approach which is the result of years of research and product development. This methodology achieves results that far surpass those obtainable through conventional advanced care planning discussions that fail to address the significant barriers associated with promoting action and realizing results.
- Proven Member Engagement and Results: We maintain a 94% member contact rate and 87% completed case rate. Member satisfaction surveys prove our program increases satisfaction with care and greater participation in healthcare decision making.
- Our outcomes research work has documented higher utilization of Hospice programs as well as reduced utilization of non-beneficial and unwanted patient treatments.
- Patient satisfaction responses indicated consistently high satisfaction with the Living Well Program and their personal counselor.
- The Living Well Program can be implemented quickly and easily managed with existing health plan resources. Our case management system is easily and securely accessed by health plan case managers. The system significantly facilitates the flow of information between all health care providers.