

Focusing on **Service** and Customer **Satisfaction**



Operational Performance

Maintaining High Standards for Service and Customer Satisfaction

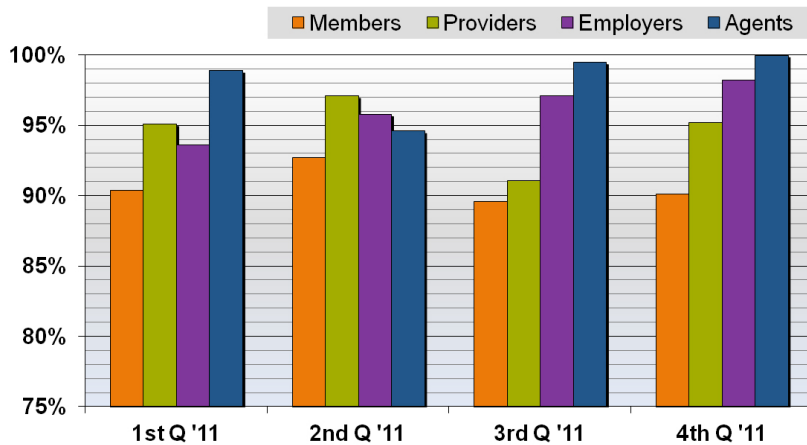
To maintain service levels and customer satisfaction ratings that are consistently among the best in our industry, we continually poll our customers and measure our performance on more than 50 operational processes. The data below represents reporting period averages for our commercial lines of business for a few of those measures.

*We're about helping people.
Our team is known across
the Northwest for providing
prompt, personal service.*

Performance for the Previous Four Quarters

Customer Satisfaction

	Members	Providers	Employers	Agents
1Q11:	90.4%	95.1%	93.6%	98.9%
2Q11:	92.7%	97.1%	95.8%	94.6%
3Q11:	89.6%	91.1%	97.1%	99.5%
4Q11:	90.1%	95.2%	98.2%	100.0%



continued on reverse

Customer satisfaction percentages are based on PacificSource-administered customer surveys.

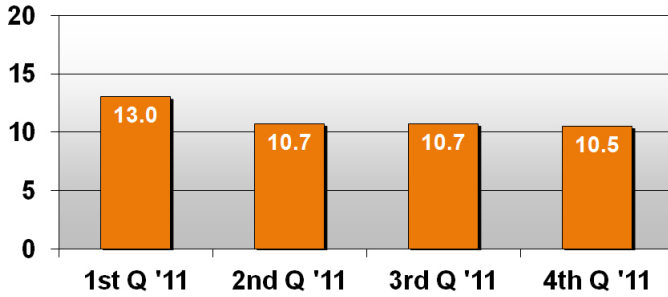


Key Service Measures, Last Four Quarters

Claims Turnaround

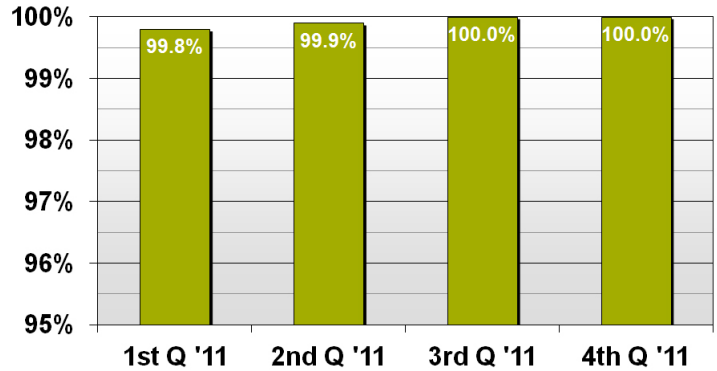
Target: 10.0 days

In Days



Claims Accuracy as a Percentage of Claims Dollars

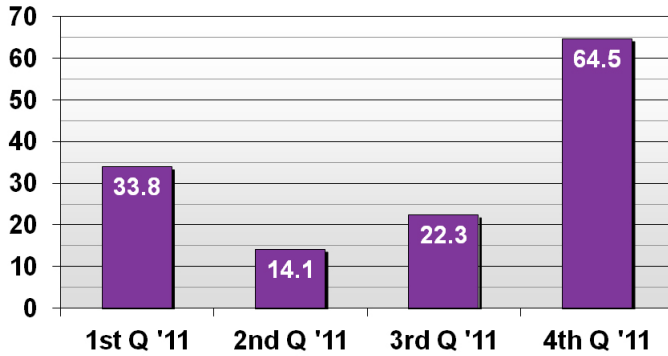
Target: 99.0%



Call Answer Speed

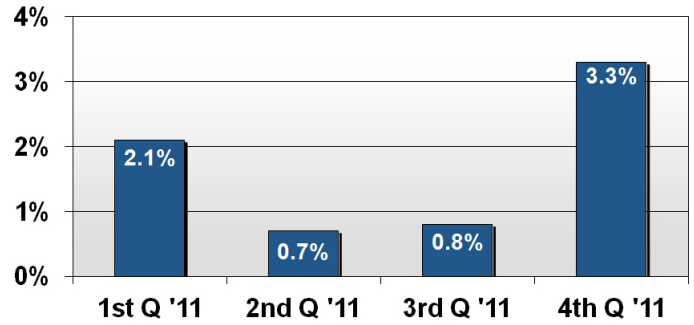
Target: 25.0 seconds

In Seconds



Call Abandonment Rate

Target: 2.0%



Questions? If you need more information about us or our operational performance, please contact us.

The figures for each quarter are an average based on PacificSource Claims and Customer Service monthly performance reports. Figures represent medical claims and calls.



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