



Media Kit

PacificSource Health Plans: August, 2011

Who We Are



- **An independent, not-for-profit health plan**
- **Our mission: helping people get the healthcare they need**
- **Headquartered in Eugene, OR since 1933**
- **Serve all of Oregon, Idaho and Montana**
 - Expanding to Washington in early 2012
- **Lines of business include:**
 - Commercial medical and dental plans
 - Medicare Advantage
 - Medicaid/Oregon Health Plan

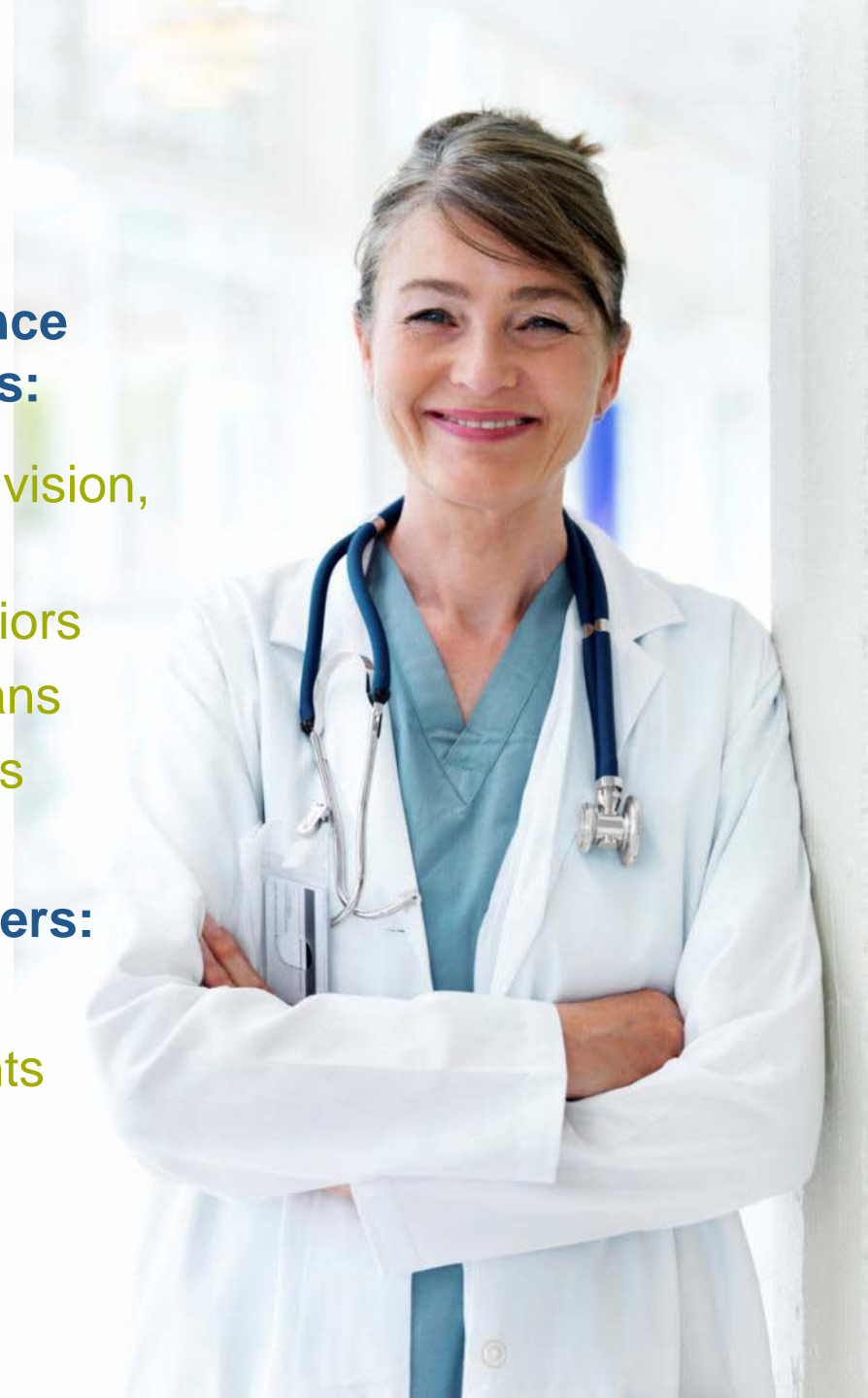
What We Do

PacificSource provides health insurance coverage to individuals and employers:

- Medical, dental, prescription drug, vision, alternative care
- Medicare Advantage plans for seniors
- Medicaid (Oregon Health Plan) plans
- Self-funded employee benefit plans

Additional benefit services for employers:

- Flexible spending accounts
- Health reimbursement arrangements (HRAs)
- COBRA administration



Who We Serve

290,900 covered members

- 210,300 by group (employer) plans
- 26,800 by individual & family plans
- 39,600 by Oregon Health Plan
- 10,700 by Medicare Advantage plans
- 3,500 by Oregon's Healthy Kids Connect program

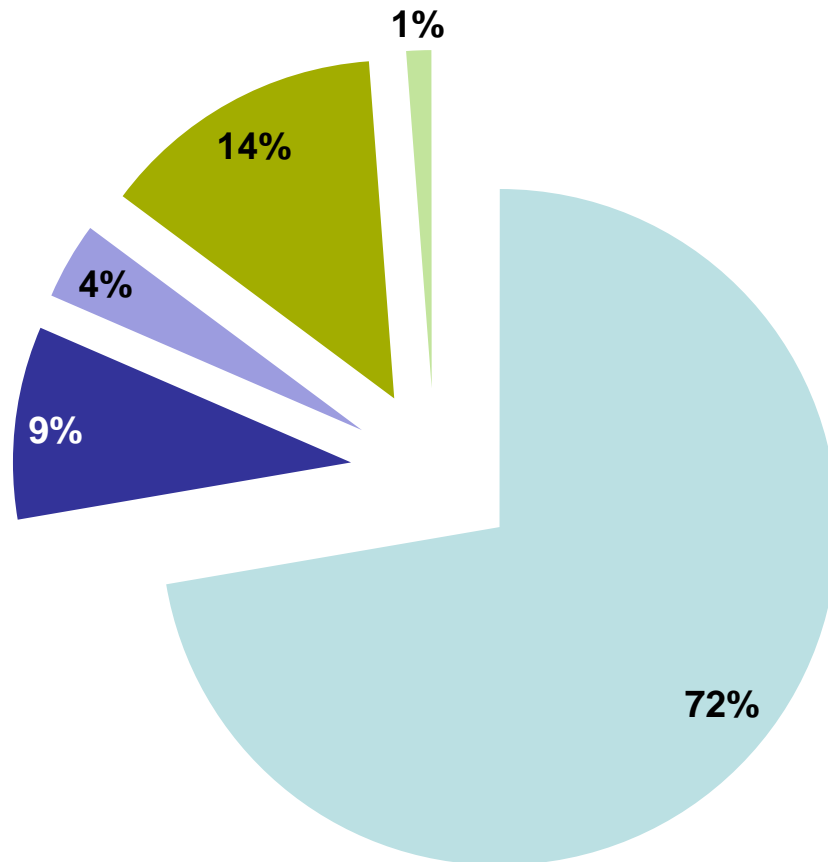
6,600 employer clients



Who We Serve

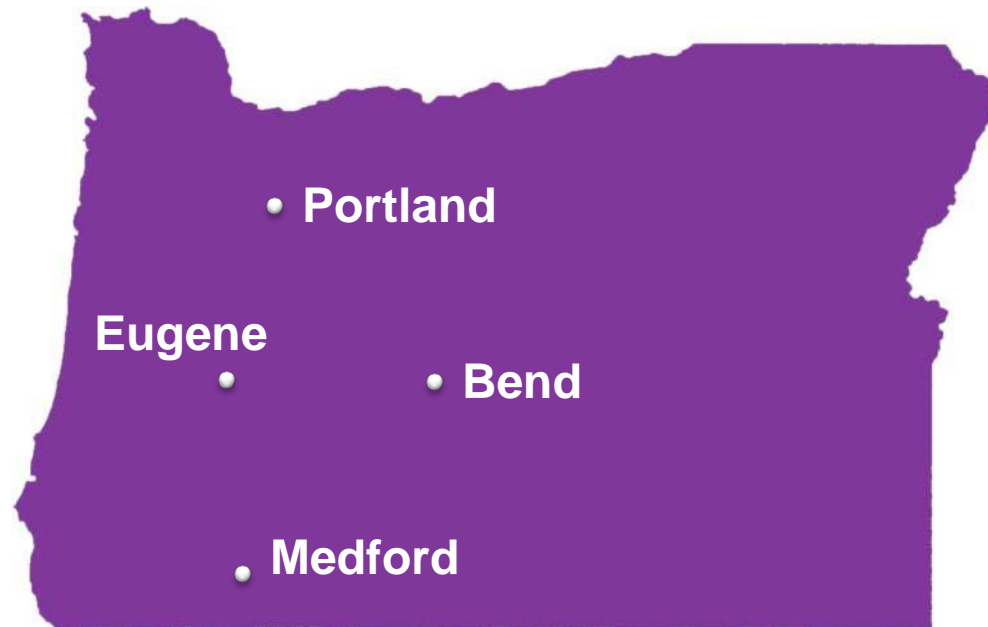
PacificSource Membership

- Group (employer) plans
- Individual/family plans
- Medicare Advantage
- Medicaid/OHP
- Healthy KidsConnect



Where We're At

Oregon Offices



Where We're At

Idaho Offices



Where We're At

Montana Office



Where We're At

Washington Office

Trusted Plans subsidiary



How we live our mission

We're in it for the people.

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graph LR; A[We're in it for the people.] --- B[Human-Centric Service]; A --- C[Partnerships with healthcare providers and community stakeholders]; A --- D[Involvement in healthcare reform efforts]; A --- E[Giving back to the community];
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Human-Centric Service

Partnerships with
healthcare providers
and community
stakeholders

Involvement in
healthcare reform
efforts

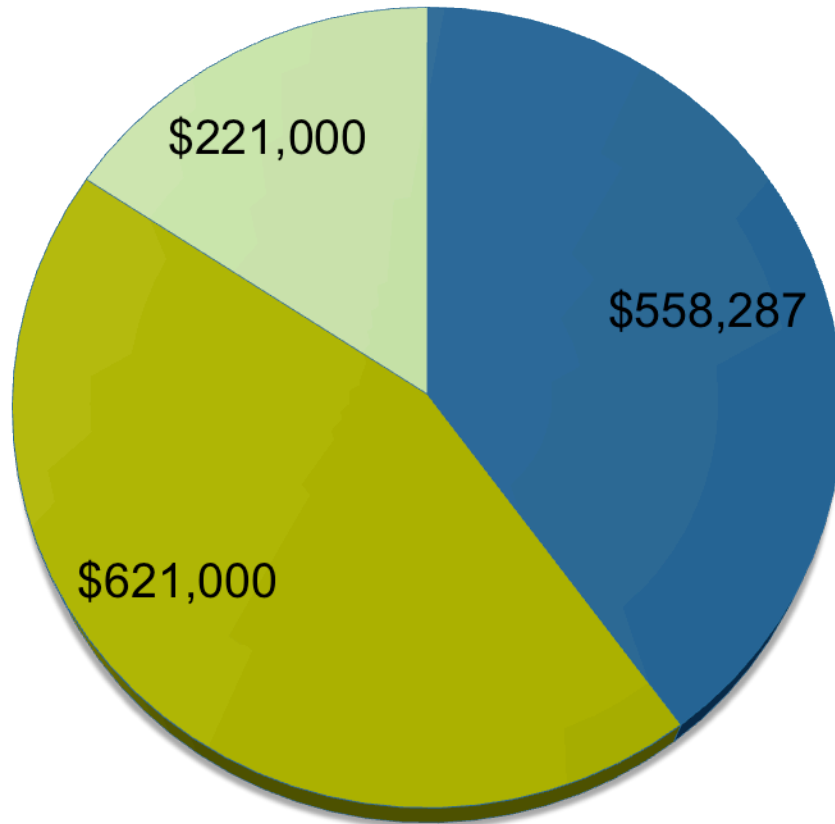
Giving back to the
community

Community Health Plan

- We are collaborating with healthcare providers regionally to implement new healthcare delivery models aimed at:
 - Improving health of populations
 - Improving the patient experience
 - Reducing the overall cost of care
- Because we have no shareholders, we can focus on building strong partnerships and providing high quality, affordable healthcare
- In Oregon, we serve 3,500 children who may not otherwise have coverage as the statewide health plan for Healthy KidsConnect

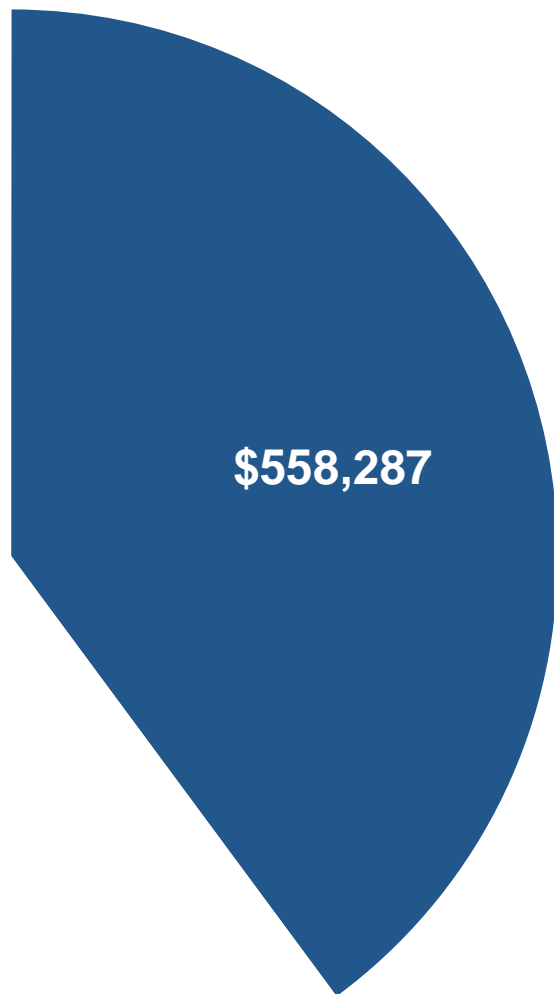


Charitable Giving



- Charitable Foundation
- Community Health Excellence
- Healthy Communities

Charitable Foundation



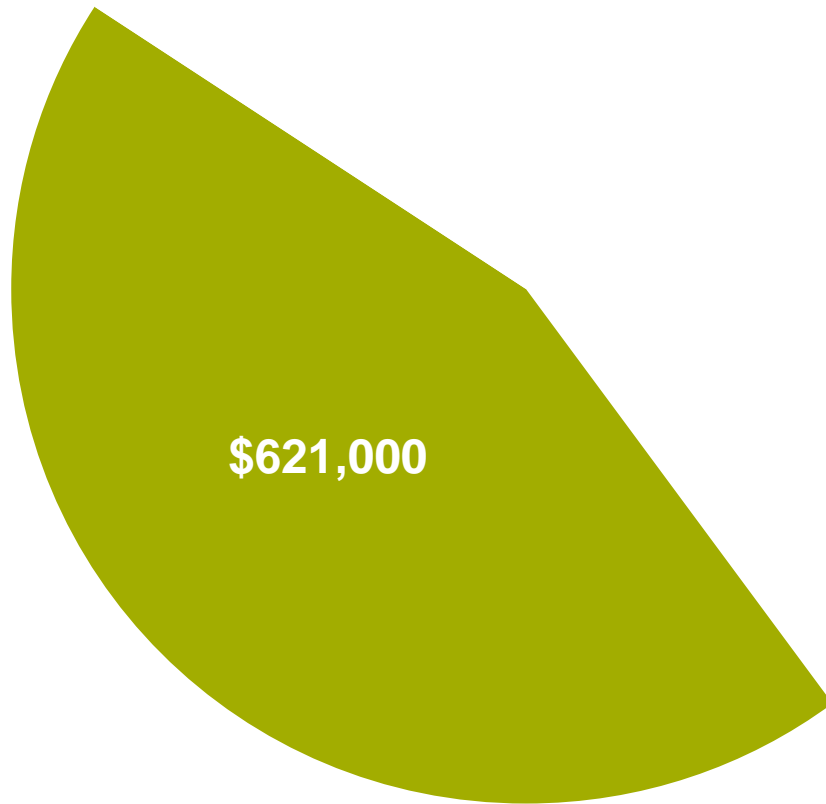
- Provides resources and funds for the health and welfare of the underserved – lessening the burden on the government in this regard
- Contributes to nonprofit organizations working to improve health status and meet healthcare needs in the communities we serve, with an emphasis on children and youth.
 - In 2010 the Foundation granted a total of \$558,287 to 29 Northwest nonprofit organizations

Community Health Excellence



- **Through the CHE program, PacificSource makes financial and other contributions toward innovative, provider-driven health improvement initiatives that have a significant impact for all patients, regardless of their insurance status**
 - Allows providers to test initiatives
 - Provides a forum for sharing success and lessons learned
 - \$621,000 contributed in 2010/2011, supporting 16 initiatives in nine cities
 - Projects include identification and treatment of stroke, cancer, diabetes, pediatric obesity, cardiovascular disease, deep vein thrombosis, psychiatric needs and pulmonary embolisms

Healthy Communities Giving Program



- **Through our Healthy Communities giving program, we provide financial assistance, in-kind donations and employee volunteer time to organizations working to:**
 - Build local capacity to improve healthcare access and the health of the community
 - Educate and empower people to adopt healthy behaviors and lifestyles
 - Sponsor safe, healthy, educational and fun family-oriented activities
- **In 2010, Healthy Communities donated \$221,000 and over 750 hours of employee volunteer time in support of Northwest non-profit organizations**

Healthcare Reform

- **We support access to effective healthcare for all Americans and continue to work with our state partners to expand access, implement effective reform measures, control insurance premiums, and provide as much choice as possible for our members.**
- **PacificSource has taken a key leadership role in many Oregon-based healthcare reform efforts, including:**
 - Archimedes Movement
 - Oregon Health Reform Collaborative
 - 100% Access Healthcare Initiative
 - HealthMatters of Central Oregon
 - Project Access NOW
 - Oregon Health Fund Board (delivery systems committee)



Healthy Life Initiative

- **The overall mission of the Healthy Life Initiative is to improve the health of the people in the communities we serve. In pursuing this mission, we will deliver value to:**
 - The communities we serve
 - Our members
 - Providers
 - Employers
 - University Partners
- **Healthy Life will specifically focus on improving:**
 - Physical Activity
 - Healthy Eating
 - Tobacco Cessation
 - Stress management



Our Expertise

The PacificSource management team's wide range of experience allows us to serve as subject matter experts on the following:

- Insurance and healthcare trends
- Healthcare reimbursement models
- Provider/payor relationships
- Wellness and prevention
- Population health management
- Legislative issues and reform
- Healthcare financing
- Medicare, Medicaid and other government programs

Ken Provencher



President & CEO

- Joined PacificSource in 1995, CEO since 2001
- More than 25 years experience in the healthcare industry, including executive and operational roles for insurance companies and large health systems
- A frequent guest lecturer and panelist, Ken serves on the boards of the Foundation for Medical Excellence, Oregon Medical Insurance Pool, Oregon Health Leadership Council, United Way of Lane County, 100% Access to Healthcare Initiative and Central Oregon's Health Matters



Executive Vice President and Chief Operating Officer

- More than 20 years experience in healthcare management, finance and actuarial science
- Joined PacificSource in 2002 as VP of Actuarial Services
- Provides executive leadership and strategic oversight for sales, marketing, and core operations, including claims, customer service, billing, enrollment and information technology



Vice President of Provider Network

- More than 15 years experience in health plan/provider relations
- Joined PacificSource in 2008
- Provides strategic leadership for regional network expansion and provider contracting, relations, information management and credentialing
- Manages our Community Health Excellence program



Senior Vice President of Government Programs

- More than 15 years experience in healthcare delivery and managed care
- Joined PacificSource in 2010
- Provides strategic leadership and operational oversight for government services lines including Medicaid, Medicare Advantage and Oregon Healthy KidsConnect



Senior Vice President and Regional Director of Idaho and Washington

- More than 15 years experience in healthcare and employee benefits, partner relationships, and healthcare technology programs
- Joined PacificSource in 2009 through our acquisition of Primary Health, Inc.
- Provides strategic leadership and direction of sales, marketing, operations and business development efforts in Idaho and Washington



Regional Senior Vice President and Chief Marketing Officer

- More than 20 years experience in employee benefits, sales, and marketing
- Joined PacificSource in 2005
- Provides oversight for sales and service in Oregon and Montana, as well as enterprise-wide marketing including distribution channels, product development and communications



Director, PacificSource Healthy Life initiative

- Extensive experience in health and wellness program development and management
- Joined PacificSource in 2011 to lead our population health improvement and engagement programs
- Holds several wellness certifications including Certified Wellness Program Manager

Marian Blankenship



Government Relations Director and Executive Director of the PacificSource Charitable Foundation

- 15 years of experience in health, education, and human service with an emphasis on state-sponsored healthcare access initiatives
- Joined PacificSource in 2011 to serve as our liaison to the Oregon legislature and the many community-based health initiatives in which we participate and to direct our charitable foundation's work

See the videos

To view video interviews of our PacificSource subject experts:

The screenshot shows the PacificSource Health Plans website. The navigation menu is open, and the 'Media Newsroom' link is highlighted. A yellow arrow points from the 'Media Newsroom' link to the URL provided in the text. The website header includes the PacificSource logo, navigation tabs (PacificSource Home, Get to Know Us, Explore Our Plans, See What's New, Find a Provider), a search bar, and links for Contact Us, Other Resources, FAQ, and Glossary. The main content area features a large image of two people playing soccer, with a sidebar containing 'InTouch Login' and 'Access your PacificSource account information 24/7.' Below this are sections for 'Members, Employers, Agents' and 'Providers' with login and registration options. A 'Quick Links' section lists various services like 'New to PacificSource?', 'Healthcare Reform', 'Drug Preauthorization Changes: August 2011', 'Drug Lists', 'Find a Plan', 'PacificSource Medicare', and 'PacificSource Community Solutions'. The footer contains copyright information and links for Manley Services, PacificSource Administrators, Privacy Statement, and Site Map.

Visit the Media Newsroom at
PacificSource.com

or

www.pacificsource.com/media-newsroom/default.aspx



Contact Information

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