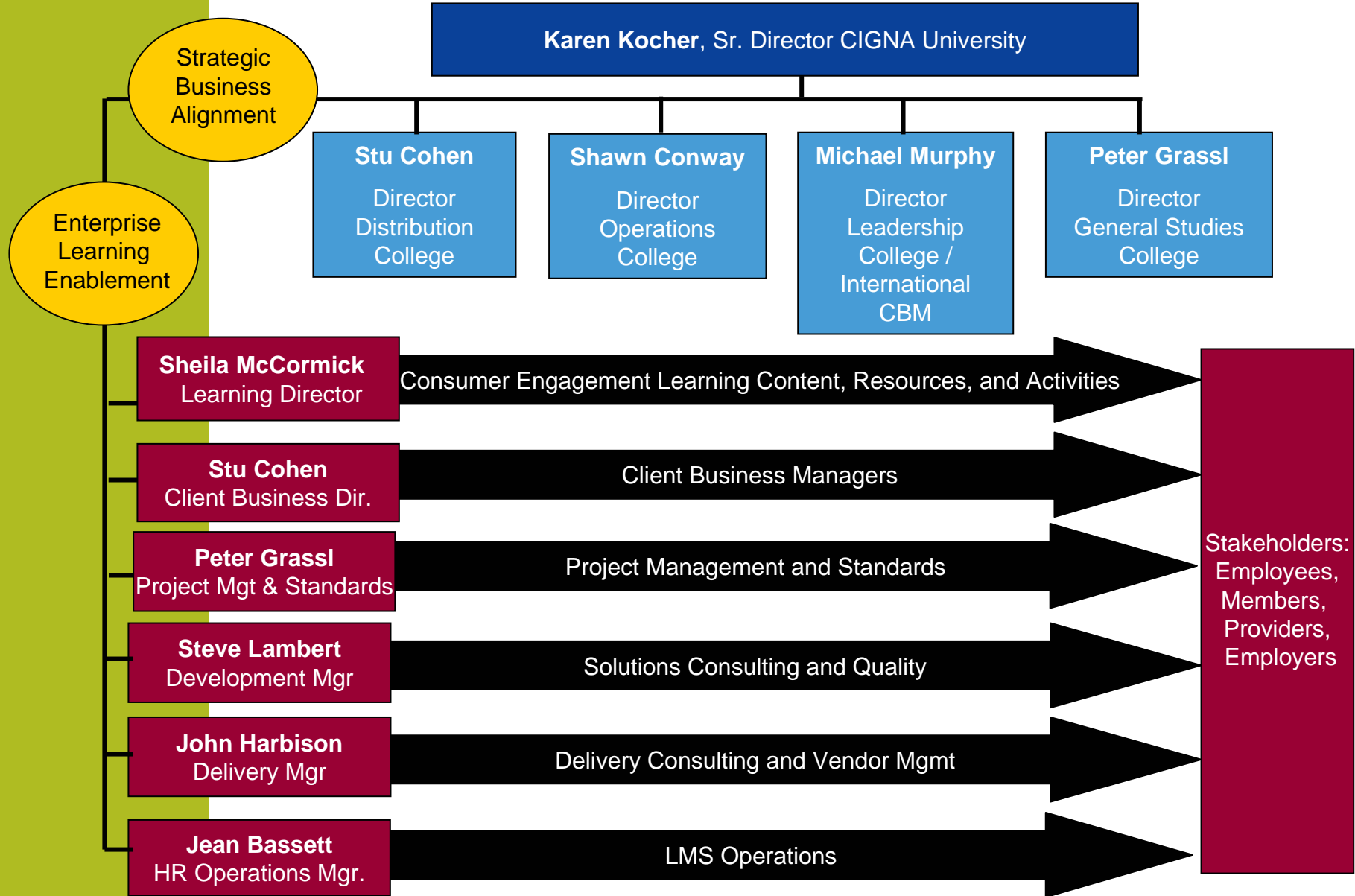
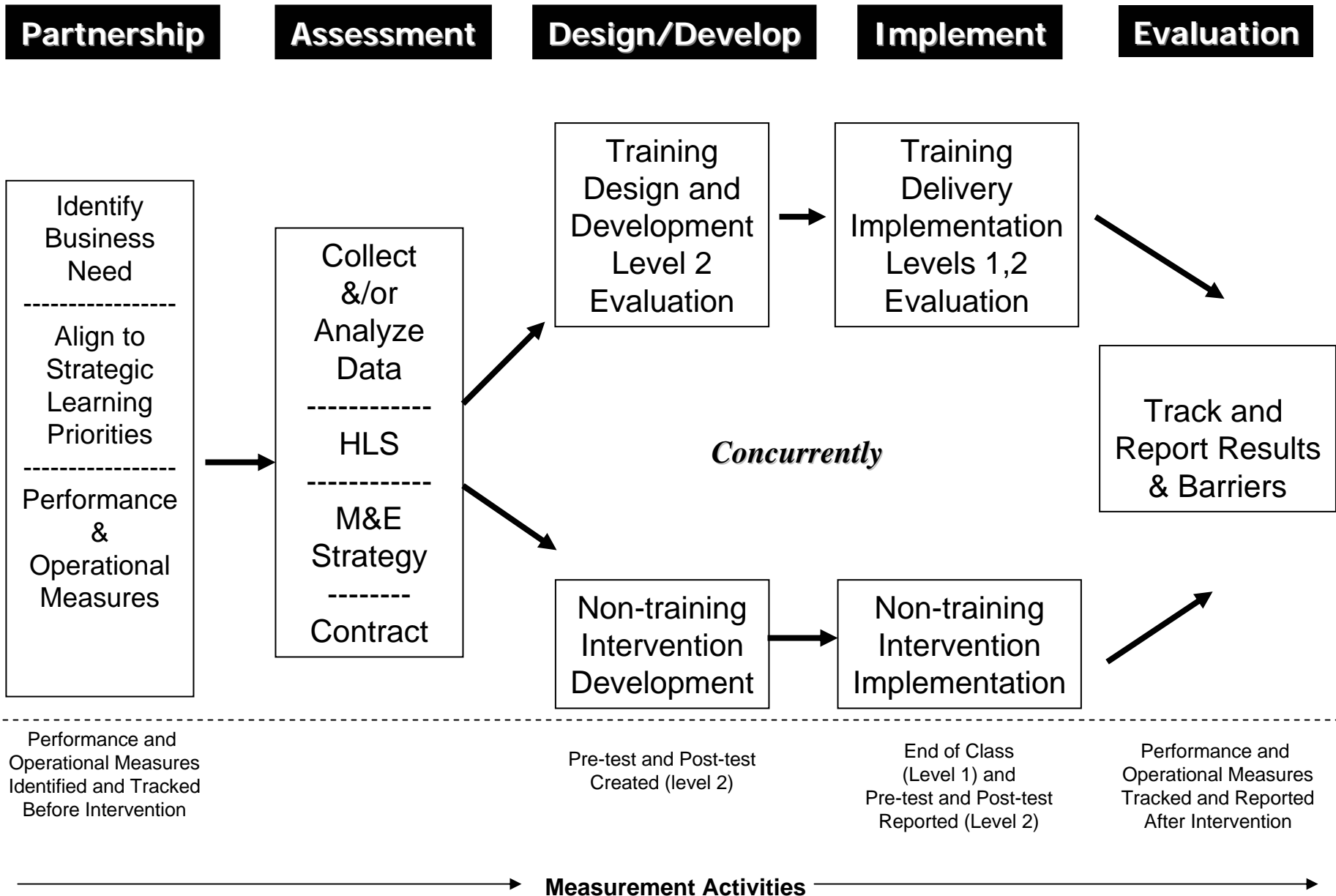


Organization Structure

Current State



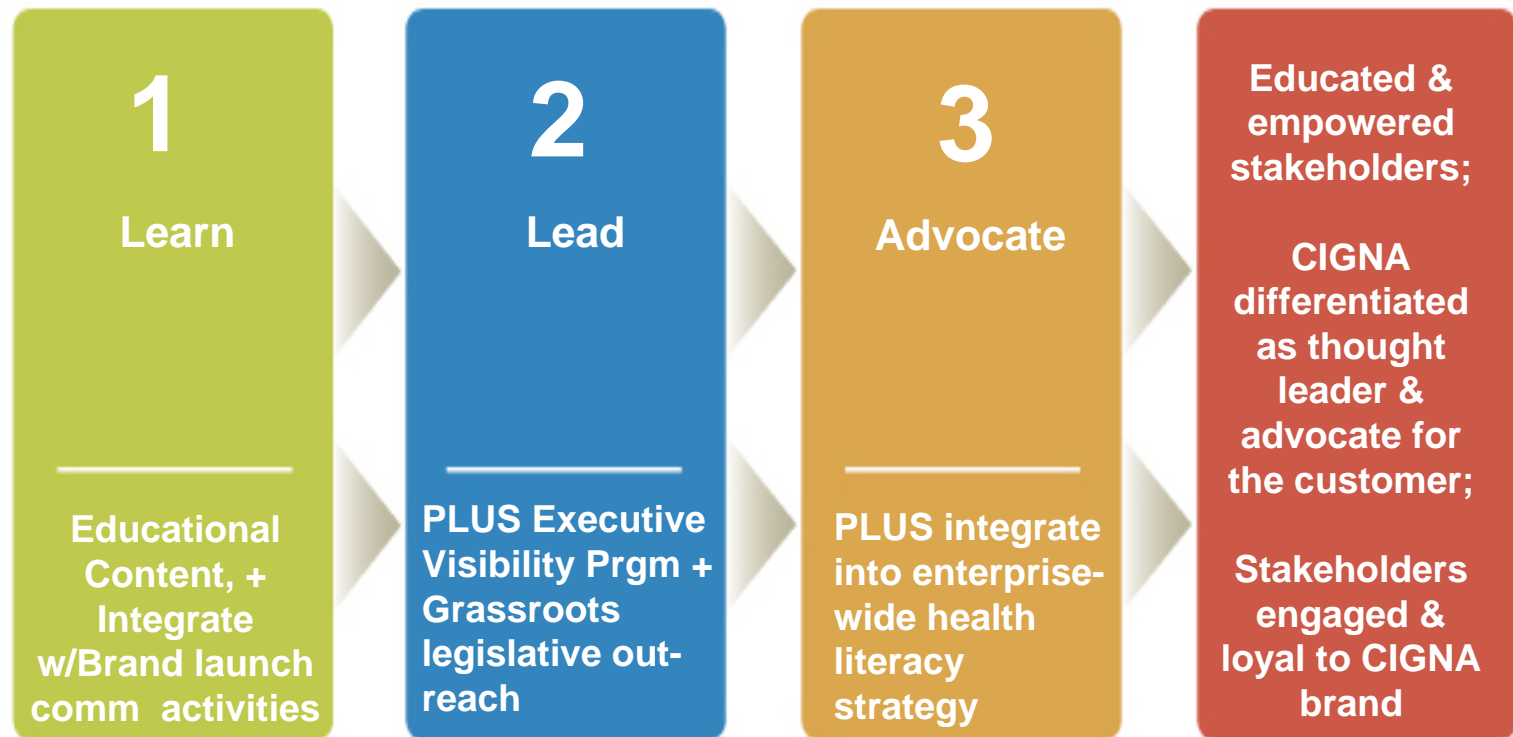
Alignment to Business Strategy



Customer-Facing Learning

Our Vision: Create Empowered Healthcare customers via Education, Thought Leadership and Engagement

Integrate and leverage ongoing initiatives to support the movement of the individual from a passive role to an informed and active participant



2008 Educational Programming

Build the foundational knowledge necessary for the strategy to evolve

HC101:

Back to the Basics - How Health Insurance Works and What You Need to Know

HC102:

What's the Plan? - Engaging and interactive discussion of plan types

HC103:

Take Action Now: - Health policy overview. Addresses key issues and compares Democratic and Republican plans

Interactive Online Learning Initiative for Customers: *Introduction to course and avatars*

it's time
to think differently



Interactive Online Learning Initiative:
Several steps "into" the first lesson, "Back to Basics" (where the user is learning about the history of health care)

Home > Back to Basics > A trip to the

A Brief History of Health Insurance

1960s 1970s 1980s-1999 Present Day

1 2 3 4

Today, most Americans get their health insurance through their employers as part of a "benefits package." But it used to be that people paid for their own health care using the fee-for-service model. Just like when you visit a mechanic, you pay them for the work they do on your car. Health care used to work this way, too. Employee-sponsored health care didn't start up until the early 1900s, and then it took off in the 1940s and 1950s. At the same time, advances in modern medicine helped to double the cost of medical care. Where would these trends lead?
To learn more about the evolution of health insurance in the United States, click your avatar and "walk" along the timeline.

Audio Captions Interactive Glossary