

Why is it called health care if it feels like nobody cares?

IT'S THE SYSTEM of health care that's broken, not the integrity of caregivers trying to give the best care they can. We reinvented health care so you can spend more time with your doctor, not less. So you feel heard. Understood. So that the care you receive starts with a true conversation on both sides. Yes, it's innovative. Yes, it's caring. And what do we call this radical plan? We call it humanity.

Putting patients first is the answer to many health care dilemmas. Look inside to see how we apply this principle to deliver exceptional health care.



GroupHealth
Well beyond medicine®

Group Health: Working on a Cure for What Ails American Health Care

WE'RE LEADING THE WAY. As the country grapples with health care's big problems, Group Health Cooperative is pointing the way with bold, practical, and effective solutions that give you exceptional care, built around a closer relationship to your physician and evidence-based medicine. This is why our doctors practice medicine in the first place, and what draws the best medical talent through our doors. Over the last decade, we've nurtured a health care transformation right here in the Pacific Northwest. Because we couldn't wait for health care to heal itself.

Our physician-led care teams are able to practice in transformational ways thanks, in part, to the strong partnership between Group Health Physicians and Group Health Cooperative, a nonprofit, member-governed coverage provider. Our medical team works together—your primary care doctor, nurses, pharmacists, therapists, nutritionists, midwives, optometrists, emergency doctors and specialists—to put you first.

Your needs dictate every decision. Your relationship with your primary care doctor is the cornerstone of care at Group Health Cooperative. The changes we've made over a decade mean that our doctors get more time with you to really talk about what's going on in your life. You can choose when and how to access your care team: not only in person, but also via e-mail and smartphone, or after business hours via our 24/7 Consulting Nurse Service, and Urgent Care Centers. We use electronic medical records and health data not just for diagnostic information, but as tools to put the power of knowledge and shared decision-making in our patients' hands. We want you to thoroughly understand your choices, and share in decisions about your care, especially when deciding on something as serious as surgery.

We have the kudos to prove it. In 2010, Group Health Physicians was awarded the prestigious Acclaim Award by the American Medical Group Association, which represents more than 100,000 physicians caring for more than 100 million Americans. Past winners include Mayo Clinic and Johns Hopkins Medicine. When presenting the award, Donald W. Fisher, president of the association, had this

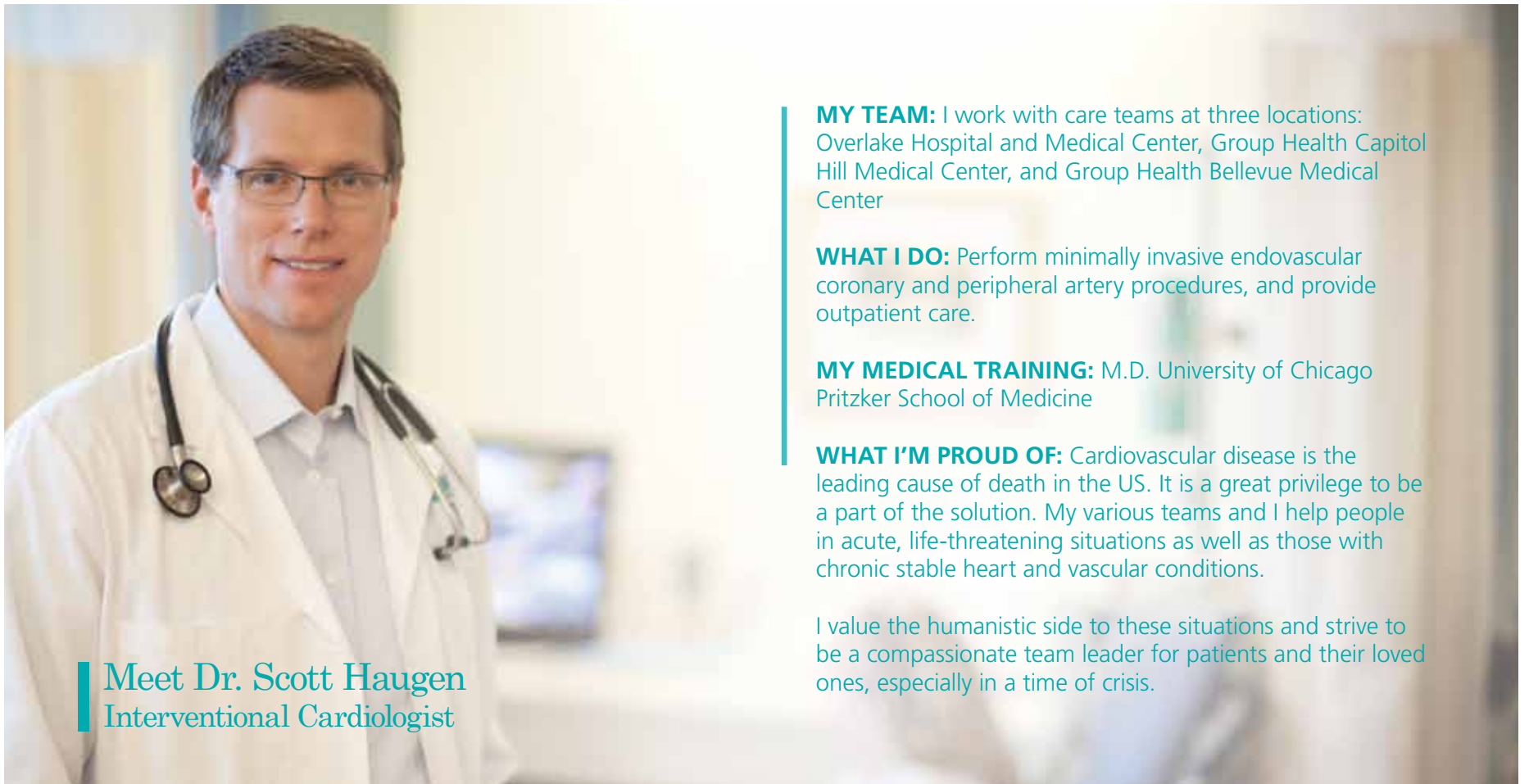
to say: "Group Health Physicians demonstrated a monumental leap forward in providing patients the health care they need and want. This medical group was our unanimous choice for their significant role and impact in delivery system transformation." In addition, the Puget Sound Health Alliance has put Group Health Medical Centers at the top of its Community Checkup every time it's been published (five out of five times)—rating Group Health higher than more than 70 health systems in our region. And the list goes on.

We're still evolving and innovating. Sixty-five years ago our founders had a vision: *to serve the greatest number*. A small group of idealistic men and women had a dream, and took on a courageous experiment.

They envisioned a medical group that would deliver comprehensive, personal health services to as many people as possible, reducing cost as a barrier to high-quality care. At the time this was a radical path that not everyone agreed with or understood. Our founders faced legal battles, and actually mortgaged their homes to make it happen. Like them, we're driven by deeply held values and beliefs, and we remain focused on improving the health of every life we touch.

Group Health Physicians demonstrated a monumental leap forward in providing patients the health care they need and want.

Today, Group Health Cooperative is still reaching out to medical partners in our region—within diverse practice groups, hospitals, and other health organizations, who want to work together on innovations and solutions. For it is only through a collaborative approach that we can continue to fix what's broken, and deliver the health care that you—and everyone in our communities—want and deserve.



Meet Dr. Scott Haugen
Interventional Cardiologist

MY TEAM: I work with care teams at three locations: Overlake Hospital and Medical Center, Group Health Capitol Hill Medical Center, and Group Health Bellevue Medical Center

WHAT I DO: Perform minimally invasive endovascular coronary and peripheral artery procedures, and provide outpatient care.

MY MEDICAL TRAINING: M.D. University of Chicago Pritzker School of Medicine

WHAT I'M PROUD OF: Cardiovascular disease is the leading cause of death in the US. It is a great privilege to be a part of the solution. My various teams and I help people in acute, life-threatening situations as well as those with chronic stable heart and vascular conditions.

I value the humanistic side to these situations and strive to be a compassionate team leader for patients and their loved ones, especially in a time of crisis.



MY TEAM: Five surgeons, one medical spine expert, four surgical physician assistants, three nurses, one LPN, and three medical assistants.

WHAT WE DO: Provide care for patients with brain, spine, and peripheral nerve disorders.

OUR MEDICAL TRAINING: Harvard Medical School, University of Chicago Medical School, University of Michigan, University of California, San Francisco.

WHAT I'M PROUD OF: Our minimally invasive surgery techniques both for brain and spine disorders; our complex spine program; and great teamwork in the operating room and in our clinic.

We've got all the technological tools you need for modern neurosurgery and the support of great partners around the region.

Meet Dr. Kyle Kim
Chief Neurosurgeon

MYGROUPHEALTH
ONLINE SERVICES



of members are "satisfied" or "very satisfied" with MyGroupHealth online services.¹

1 million

prescription refills annually.²

1.24
million

secure messages exchanged annually between care teams and patients—at no additional cost to patients.³



appointments scheduled online.²

¹ MyGroupHealth for Members Satisfaction Survey, February 2011

² Group Health Weekly Update of MyGroupHealth Activity report, July 2010 and August 2011

³ Group Health Enterprise Information Management, data warehouse table, 2010

Health Care that Cares—Really

WHERE ELSE IN THE Pacific Northwest (maybe even the world) can you be treated with the extraordinary care you get at Group Health? We're not just changing health care, we're reinventing it. We've designed our health plans and care to be more flexible because you asked us to—and we listened. We're good at that.

With Group Health coverage and care, you can:

Choose from "top docs"

In their 2011 "Top Doctor" issues, the following five magazines ranked 99 Group Health Physicians as the best in their fields: *Seattle* magazine, *Seattle Metropolitan* magazine, *Spokane/Coeur d'Alene Living* magazine, the *Eastside's 425* magazine, and *Consumers' CHECKBOOK* magazine.

Spend more time with your doc

Get up to 30 minutes to really talk about what you need and want with your doctor.

Get easy access to the health care you need

At our 25 Group Health Medical Centers located throughout Washington, you get access not only to your doctor but to X-ray and pharmacy services—all under one roof.

Stay informed with our member website and new mobile app

Using our award-winning website, ghc.org, you can make appointments, e-mail your medical team, see lab and test results, review after-visit summaries, get routine care reminders, check your immunization history, and more.* And now, you can download our new mobile app and connect like never before.

Receive treatment the way you want

From traditional care to alternative care, your doctor will discuss the full range of treatment

options, and then you decide together which treatment works best for you. And when it comes to deciding between multiple treatment options, your doctor will provide detailed decision aids and together you can choose what makes you the most comfortable.

Refill your prescriptions with ease

Save time and money by refilling your prescriptions online at ghc.org and get free delivery.

Access a Consulting Nurse—24/7

Answers to health concerns are just a phone call away. Skilled nurses are available by phone, 24 hours a day—every day, to answer questions and to advise you about the right care approach, with back-up doctors available any time, if needed.

Access urgent and after-hours care when and where you need it

If you need care after business hours, on weekends, or holidays, Group Health has Urgent Care Centers in Seattle, Everett, Bellevue, Silverdale, Tacoma, Olympia, and Spokane. You'll save money, receive care from highly qualified emergency physicians and care teams, and are often seen more quickly than in an emergency room.

*Requires care at a Group Health Medical Center.

Reimagining the Patient-Doctor Relationship

What do you want from your health care?

A few years ago, we started asking some hard questions. What would Group Health look like if we pushed our 'patient-first' approach even further? We found simple, yet surprising answers, like—when you and your doctor spend more time together—as much as 30 minutes for standard appointments*—you can have a conversation—a real conversation—about what's happening in your life. That extra time helps you and your doctor decide, like true partners, what's best for you.

Longer appointment times mean doctors see fewer patients. So we hired more doctors and made it easy for you to access them outside your appointment times via a phone appointment, e-mail and, more recently, our new mobile app.**

At Group Health, your doctor will coordinate your care with the rest of the care team, which includes specialists, physician assistants, nurses, pharmacists, and medical

assistants who are also more actively involved in your care than ever before.

As you get more involved in staying healthy, we're there to support you along the way. In addition to our doctors and other medical staff, we offer lots of additional online resources, like expert research and other valuable tools that put you in control. Whether it's more information on fitness, nutrition, weight loss, how to reduce stress, or even stop smoking, we have the information and expertise to help. And all our 25 locations have X-ray, pharmacy, and lab services so you can access high quality care at a convenient location.

With more time and easy, convenient access to your doctor and the rest of your health care team, the quality of your care improves. And that's what we mean when we say—it's all about you.

So, what do you want from your health care? We want to hear from you. Join the conversation at choosegrouphealth.org.

Introducing

Group Health's mobile app. Health care as mobile as you are.

My Care

- Securely e-mail your doctor
- Schedule an appointment
- Get lab results

Symptom Checker

- What ails you?
- Find out

Consulting Nurse

- Call
- E-mail
- 24/7

Locations

- Maps
- Directions

Wait Times

- Pharmacy
- Lab
- Avoid waiting in line

Settings

- Security options
- Preferred clinic

It does just about everything, except give you a physical.

Download it now for iPhone® and Android™ at ghc.org/mobile, or scan this code.



Some services require care at a Group Health Medical Center. ©2011 Group Health Cooperative

*Group Health Research Institute study published in *Health Affairs*, Vol. 29, May 2010. Group Health Research Institute is the research division of Group Health Cooperative.

**Requires care at a Group Health Medical Center.

WE ARE PROUD TO AFFILIATE WITH THESE FINE ORGANIZATIONS



You also have access to Group Health Cancer Care, supported by our network affiliation with Seattle Cancer Care Alliance.

■ We're not just changing health care. We're re-inventing it. ■

We believe in second opinions.

"Highest Member Satisfaction among Commercial Health Plans in the Northwest Region, Two Years in a Row."



It's rare that a health plan is the one to receive a second opinion. But that's exactly what's happened to Group Health. For two years in a row, our members rated us highest in satisfaction among Northwest plans. They examined key factors like coverage, benefits, and customer service.

The result: Group Health members were more satisfied with their plan than the members of any other regional plan surveyed, according to J.D. Power and Associates. When members are this happy about their plan, it's no wonder they have such a positive opinion.

To see why Group Health consistently achieves the benchmark in member satisfaction and experience in the Northwest, go to ghc.org/jdpower



Group Health received the highest numerical score among commercial health plans in the Northwest region (ID, OR, WA) in the proprietary J.D. Power and Associates 2010–2011 U.S. Member Health Insurance Plan StudiesSM. 2011 study based on 33,039 total member responses, measuring 12 plans in the Northwest Region (excludes Medicare and Medicaid). Proprietary study results are based on experiences and perceptions of members surveyed December 2010–January 2011. Your experiences may vary. Visit jdpower.com. © 2011 Group Health Cooperative

Midwife or Obstetrician? At Group Health You Get Real Choice

IN OUR FAMILY BEGINNINGS BIRTHING CENTER, the teamwork among our midwives, obstetricians, and nurses is so strong—and significant to women's health—that it's recognized as a national collaborative model by the American College of Obstetricians and Gynecologists and the American College of Nurse-Midwives. For moms, this collaboration means that we can offer a wide range of safe childbearing choices. Midwives are respected as independent practitioners with the full support of the medical staff. The benefits of collaboration show in our statistics. Our C-section rate is 18.5 percent, which is lower than the 23.9 percent objective for *Healthy People 2020*

set by the U.S. Department of Health and Human Services. Our rate for a successful vaginal birth after a C-section was 31.8 percent in 2010, while the national average (2007) was 8.3 percent.* "This innovative practice model means we can truly put the interests of our birthing moms and their babies first," says Dr. Susan Warwick, obstetrician.



Why Molly is Over the Moon About Group Health

MOLLY MOON'S HOMEMADE ICE CREAM is fast becoming a local legend. From her first store in Wallingford, opened in 2008, to her fifth store, in Queen Anne, Molly Moon Neitzel's business has been rapidly expanding. She currently has 60 employees and is hiring.

When asked why she chose Group Health, here's what Molly said: "I enjoyed two-and-a-half years of great coverage from Group Health at a previous job. So when it came time for me to shop for insurance I was looking for the greatest value at the most affordable price, with the kind of benefits my employees need—like good

prescription care. I also wanted the flexibility to add vision and dental, because I want my employees to have well-rounded care."

And the results? "Recently, I polled my employees for their opinions about Group Health. 'I was born there,' was a frequent answer—so many of them have had lifelong relationships with Group Health. Overall, the opinion is that Group Health provides really convenient and high-quality care that is available when they really need it. I recommend Group Health to my business owner friends and peers all the time."

*"Northwest Collaborative Practice Model" *Obstetrics & Gynecology*, VOL. 118, NO. 3, September 2011.

King County Executive Dow Constantine Follows His Own Advice

King County has driven down its health care costs and preserved services to the public, thanks to a benefits package negotiated by the County and its labor unions that offers a financial incentive to choose Group Health Cooperative over the County's other plan option. King County Executive Dow Constantine talks about the impact this switch has had for the County, its employees, and himself.

“I'd like to see more employees choose Group Health and have more providers in our community adopt the model that Group Health has pioneered.”

About choice. Group Health is a very attractive choice for King County because it delivers demonstrated high-quality health outcomes and cost containment. We are so fortunate to have this home-grown model that is working better than any other in the country, and we want to continue to partner with Group Health to expand coverage among our employees.

The right choice for the right reasons. Since King County and our labor unions have been working together to rein in health care costs, and give people the opportunity to take control of their own health, we've been getting dramatic results. Last year alone, we had thousands of people losing weight, giving up smoking, and exercising more. We expect this trend to continue, and Group Health has been a big part of it.

I joined Group Health, too. Last year, when I asked our employees if they would consider switching to

Group Health, I figured I should do it myself. I've been so pleased with what I found. Everyone is very well-organized, and I have my own care team, including my primary doctor. I appreciate the convenience of being able to make an appointment online or e-mail my doctor about a minor complaint, and hear back the same day with practical solutions that often save the trouble of an unnecessary office visit. This kind of convenience is important to our employees, too.

Historically, our health care costs have gone up 10 percent or more a year. Thanks to Group Health and other steps we've taken, we've driven it down to six percent. We need to get that rate down to four percent. That's sustainable. I'd like to see more employees choose Group Health, and more providers in our community adopt the model that Group Health has pioneered.

Our Specialists are Truly Special

We have over 500 specialists across 75 specialties and subspecialties. Most specialists are available for a consultation, without a referral from another physician. Group Health specialists work cooperatively with Group Health primary care physicians, sharing electronic records and test results during approximately 1,500 virtual consultations a month, speeding the process for diagnosis and treatment decisions.¹ This high level of collaboration speeds diagnosis and treatment decisions for our patients.

1 Consultative Specialty & Acute Care Visit Volume Summary, January–July 2011



Practicing at our Capitol Hill Campus, Dr. Priscilla Madsen is one of only three pulmonologists in Washington state with formal training to perform interventional pulmonology—a surgical technique that helps patients breathe easier.

■ We're not just changing health care. We're re-inventing it. ■

We think the
doctor patient
relationship
should actually
be a relationship.
Imagine that.

Forget all the bad medical blind dates you've ever been on. The only way to be treated is by a conversation on both sides, an open dialog where you spend more time with your doctor, not less. One where you get to decide how the conversation actually takes place: by e-mail, on the phone, or face to face. We think it should be your choice. Which sounds like the beginning of a very healthy relationship.

Choose for yourself. Choose  GroupHealth[®]

choosegrouphealth.org