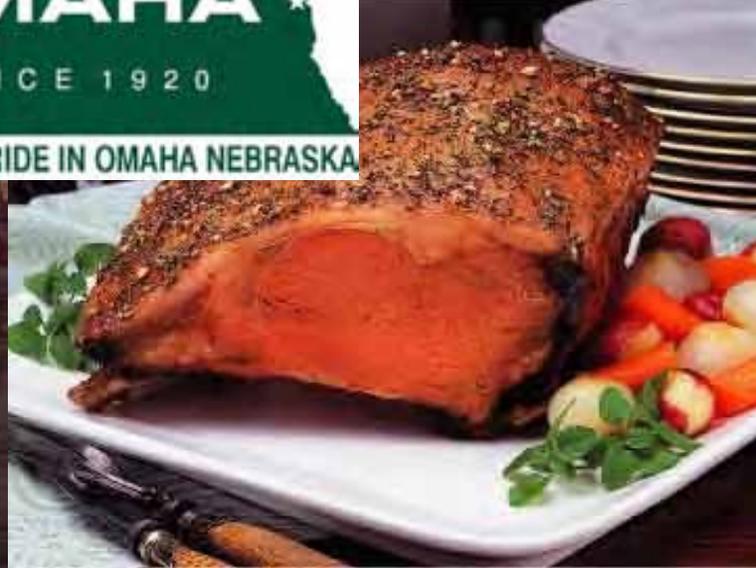


Greater Omaha Packing Company Simply Well Program

A solution to managing
Personal Health Records and
remaining HIPAA compliant
January 6, 2005



**GREATER
OMAHA** ★
SINCE 1920
PACKED WITH PRIDE IN OMAHA NEBRASKA



History of Greater Omaha Packing Co.

Started in 1920





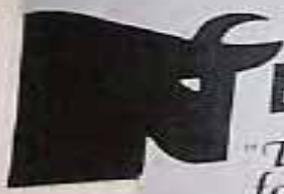
- *Third generation, privately owned*
- *Located in heart of corn country*
 - *15,000hd/week*
- *First rate customer service*
 - *\$900 Million in sales*
 - *Dedicated to food safety*



Greater Omaha Packing Expands...an aerial view



**GREAT
OMAHA**



EMPLOYEE ENTRANCE

*"Through these doors walk the finest
food production team in the world"*

Through these doors
walk the finest food
production team in
the world...



ESL On-Site Classes for Everyone





**Our stately
Cattle
Processing
Facility... a
showcase
for the
world**





**Our
magnificent
Fabrication
Processing
Room ...
the pride of
our global
boxed beef
programs**



GREATER OMAHA PACKING 2005

Best Practices for Managing Health and Wellness Programs



Best Practices

- Management Buy – In at all levels
 - CEO to Supervisor, at least a few on each level
- Create a Cohesive Wellness Team
 - Nurses, Community Health, Medical Insurance Team Members as a Steering Committee
- Collect Data with Health Questionnaire –
 - Use qualified contractor
 - Find the best way to administer this for your company



Best Practices

- Taskforce of staff members to promote and assist in implementation of programs
- Health Fairs provide an essential part of the program for information sharing and access of resources for the program
- Health Fairs provide an opportunity for health screenings



Best Practices

- Measurement of outcomes for baseline data
- Use a health benchmark program, both national and regional, to determine corporate return on investment
- Utilize the resources of a third party (Simply Well or Wellness Council of America are excellent resources)

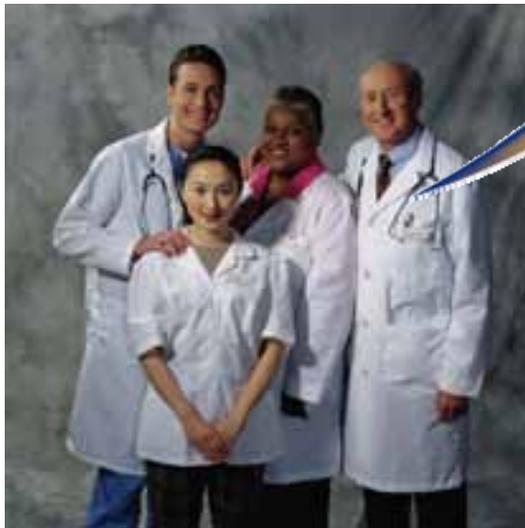
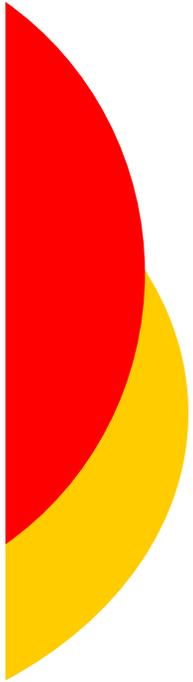


Best Practices



- Greater Omaha Packing Co., Inc. received the Platinum Well Workplace Award from the Wellness Council of America in 2004.
- The Award is for the commitment of the company towards the health and welfare of our employees.

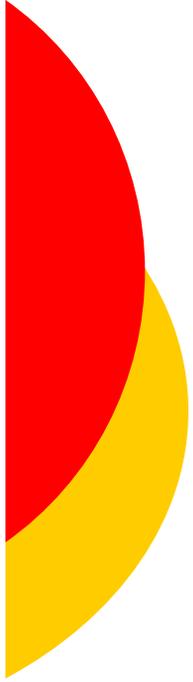




Simply WellSM
Your Future. Your Health.SM



GREATER OMAHA PACKING 2004



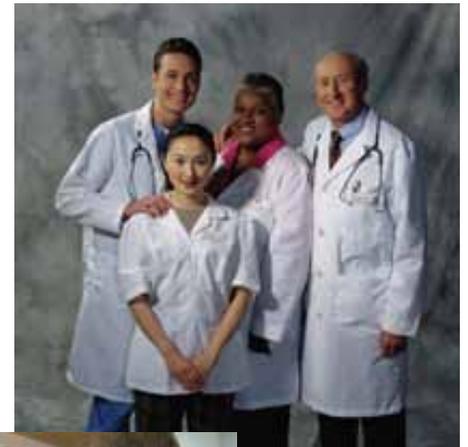
Greater Omaha Packing, Co. Inc Goals for Employee Wellness

GOP strives to provide a healthy environment for everyone with an unyielding focus on the health, safety, and betterment of both employees and their families



GOP Wellness Structure

- Wellness committee
- Annual health fairs
- Free preventative screenings
- Comprehensive health risk appraisal
- On site physicals and education
- Electronic Education



GOP Population findings





GOP Employee Wellness Participation Statistics

2002

Participants = 108

81 Men = 75.0 %

27 Women = 25.0 %

15% Participation
Rate

Omaha Average:
33%

2003

Participants = 81

54 Men = 67%

27 Women = 33%

11% Participation
Rate

Omaha Average:
45%

2004

Total Participants = 159
Registered 255
Health screen 159

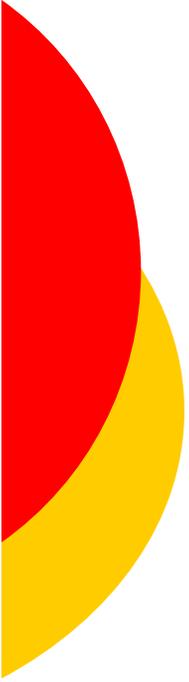
48 Men = 66%

25 Women = 34%

**% Participation
Rate**

**Omaha Average:
85%**

57 ONE YEAR REPEAT PARTICIPANTS

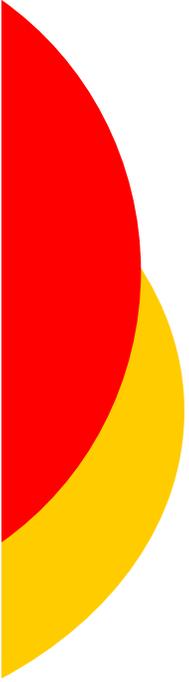


2004 Survey

88% of all employees surveyed felt that GOP was concerned about their health and safety.

80% were very or mostly satisfied with their work





Areas of low risk

Good lifting 82%

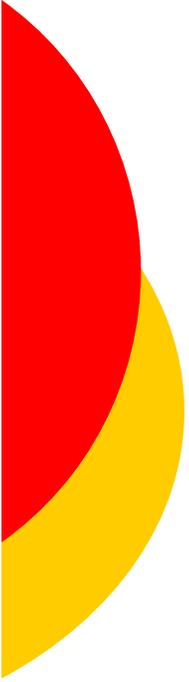
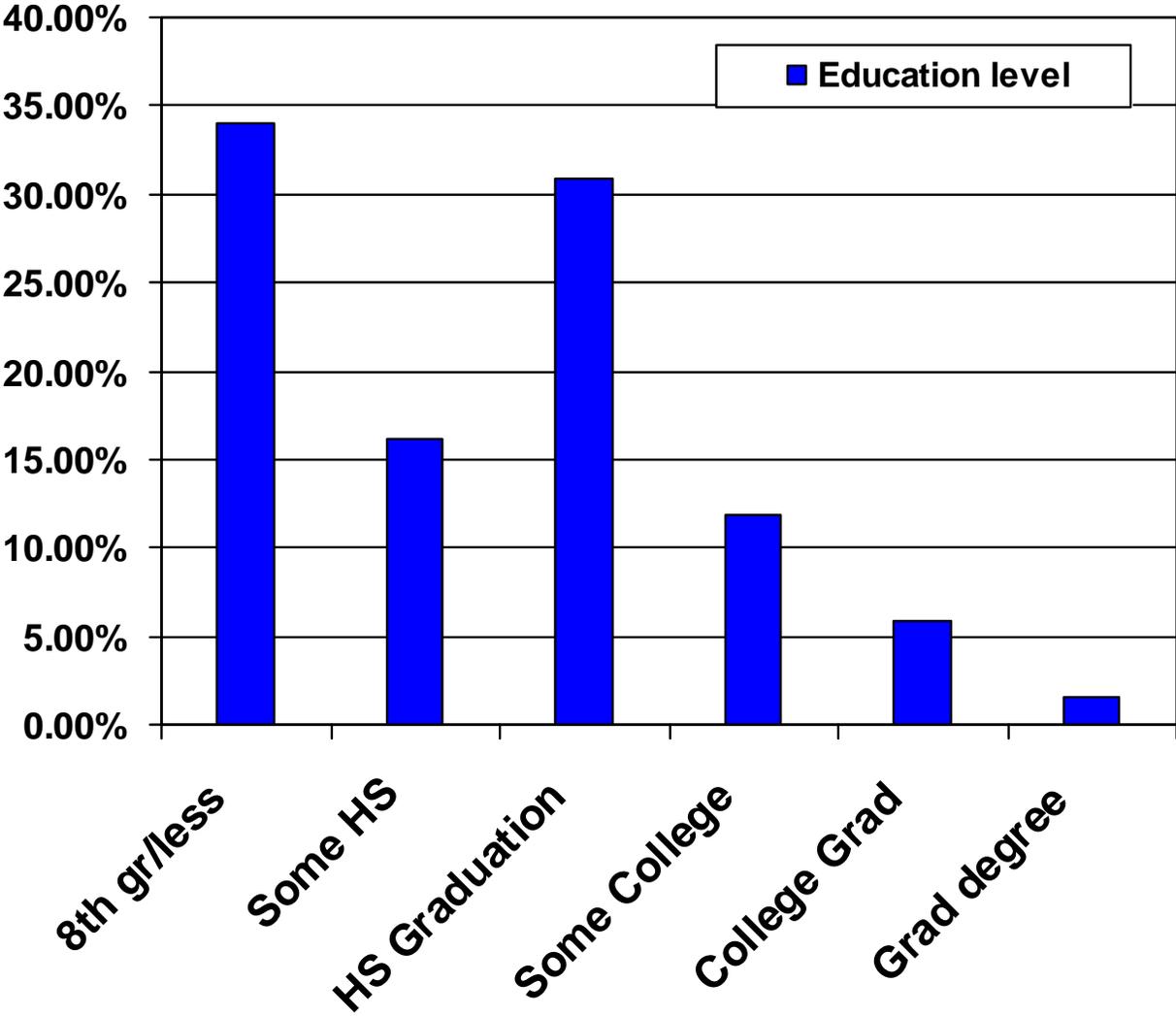
Little or no stress 95%

Good social support 90%

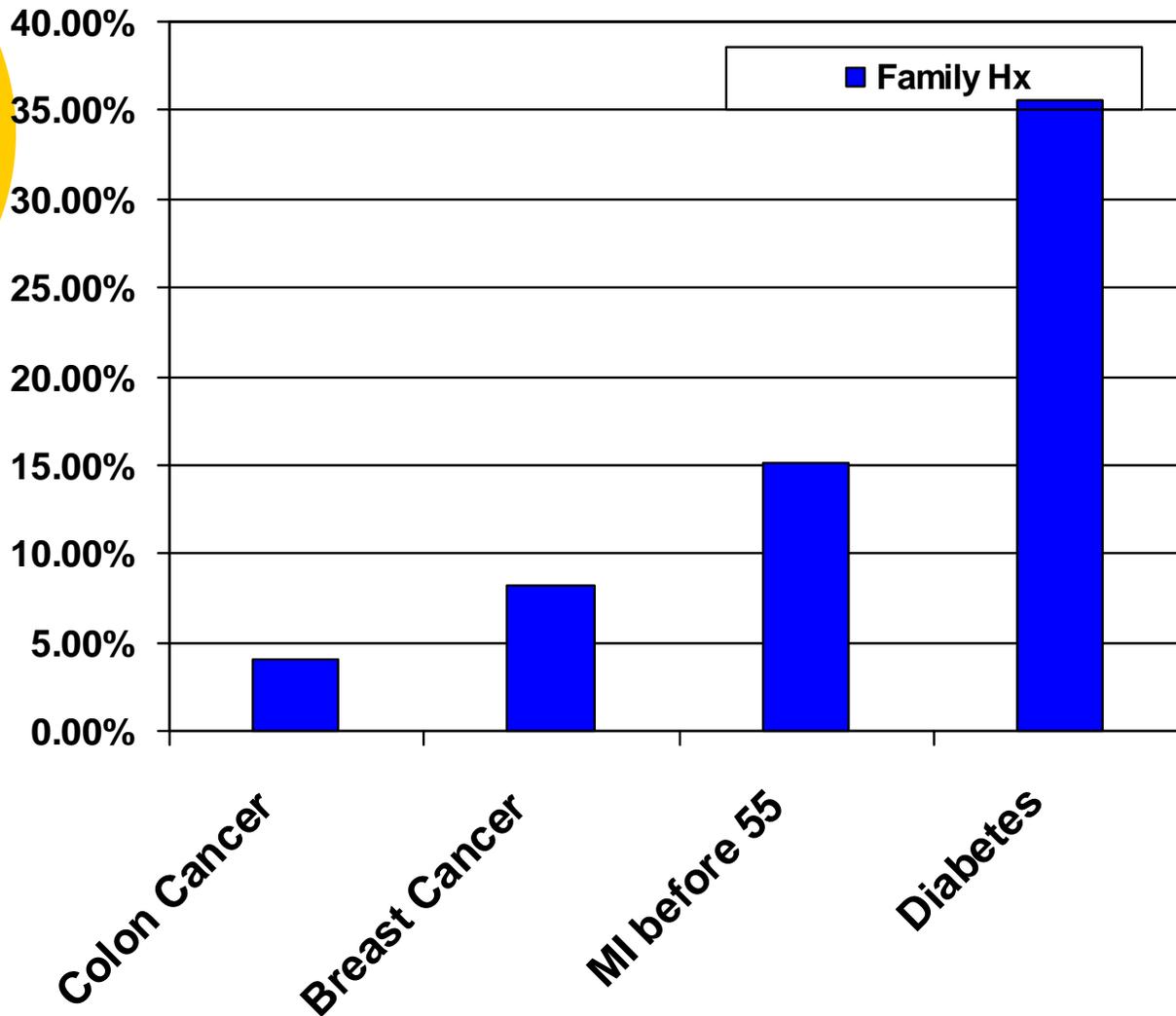
No exposure to violence 93%



Employee Education



FAMILY HISTORY



Diet risk: 0% Good to Excellent

- Breakfast 69%
- Snacks 69%
- Fast food 22% 2-7X/wk
- Fats in diet 65% (9% all of the time)
- Whole grains 28%
- Dark leafy vegetables 26% less than 3X/Mo
- Heavy salt use 31%



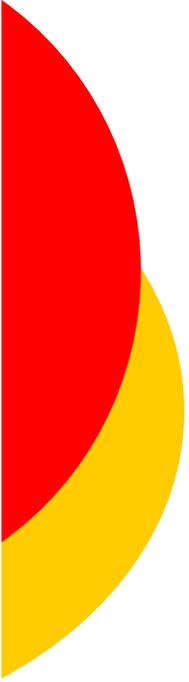
Overweight and Obese

Weight

Men: Overweight 46% Obese 36%

Women: Overweight 24% Obese 32%





GOP Abnormal Clinical Findings

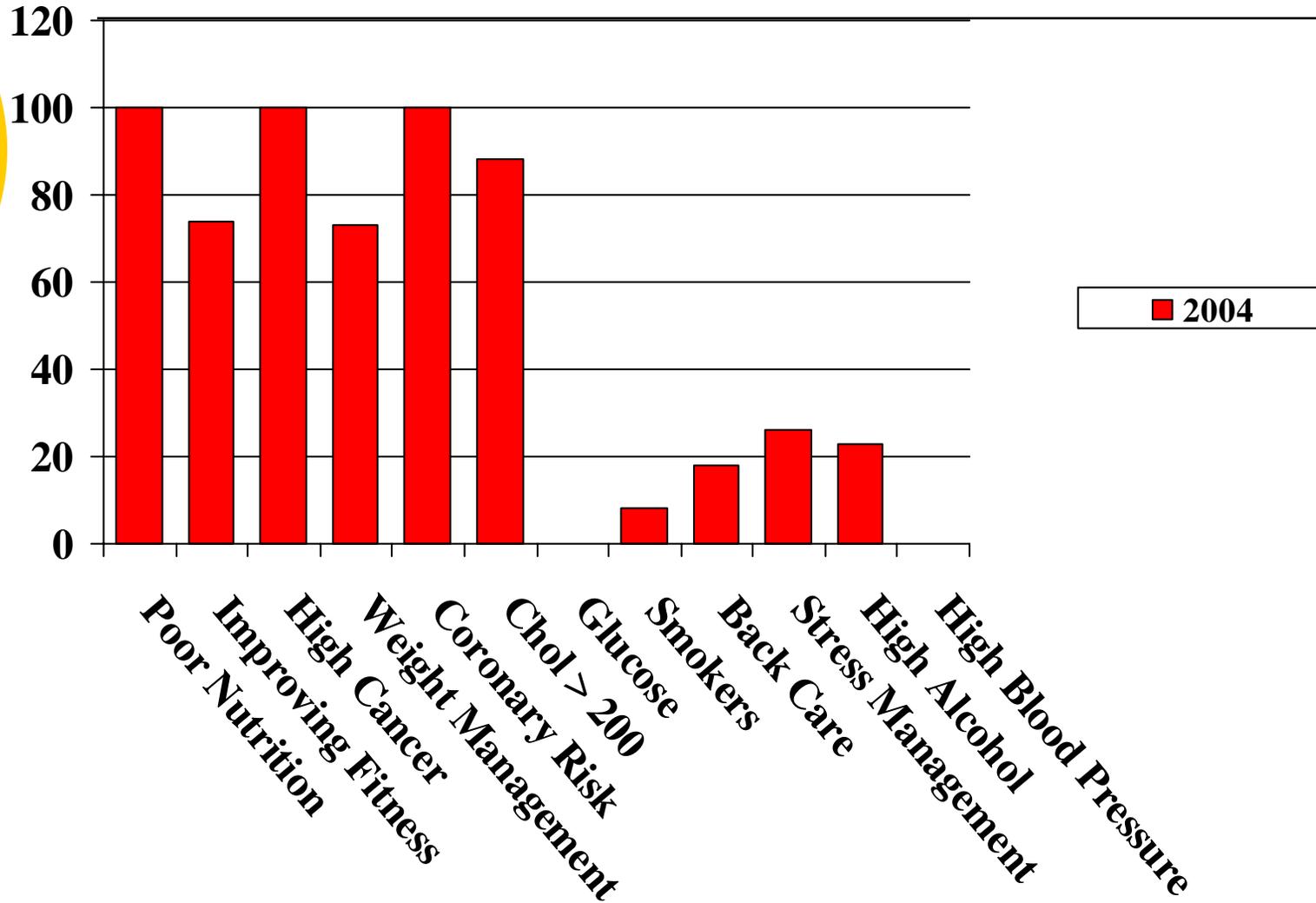
(Abnormal means moderate to high risk)

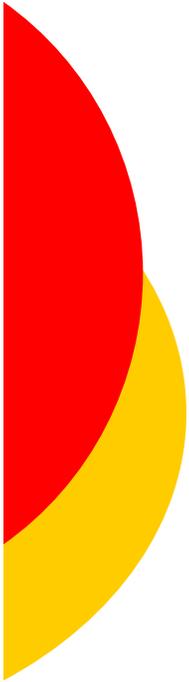
	Identified 2002	Identified 2003	Identified 2004
○ Cholesterol	49	72	
○ Abnormal LDL	42	47	
○ Abnormal Glucose	22	7	
○ Abnormal HDL	37	26	
○ High Blood Pressure*	8	40	
○ Abnormal Triglycerides	31	49	
TOTAL	189	241	

*Hypertension is defined as 120/80 was 140/85.

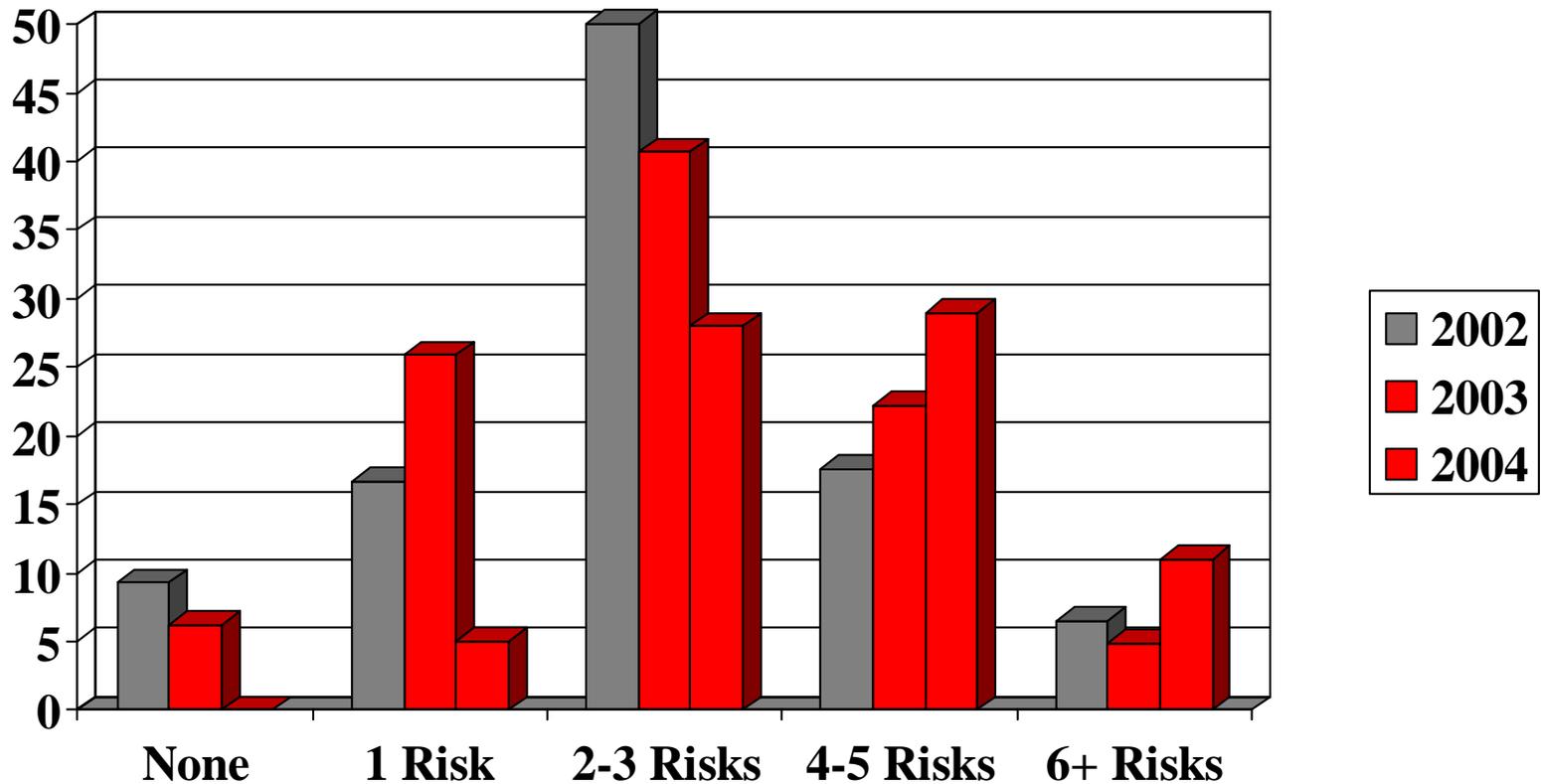
Expect 2261 abnormal findings if entire work force screened

GOP Health Risk Percentage





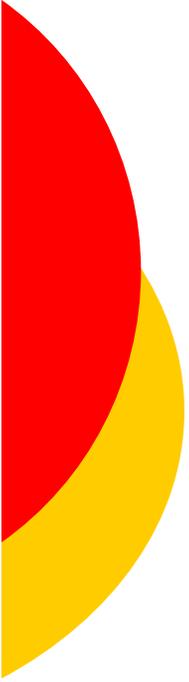
GOP Preventable Risk Scores



2002 none to one risk = 26.0%

2003 none to one risk = 32.1%

2004 none to one risk = 6.8%

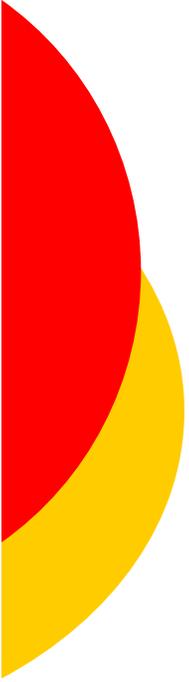


Excess utilization

- Emergency Room
- 20% of the employees went to the emergency room
- Each visit averaged \$425

- \$64,000 in ER Cost





Opportunities: Utilization ER

- Education

Posting available physicians and hours from the plan

Information about the cost and type of care in the ER

- Plan Design

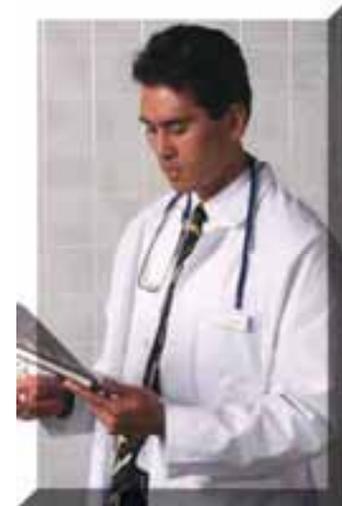
Higher deductibles

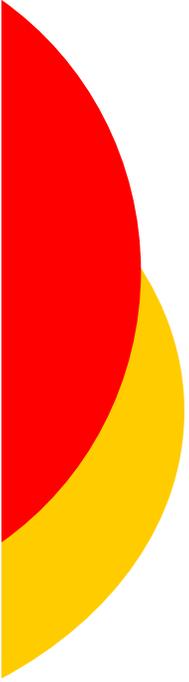


MONDAY-FRIDAY
10:00 AM-10:45 AM

Opportunities: Utilization Primary Physician

- 45% do not have a physician
- Encourage annual physical
- On site services?
- Post nearby clinics





Opportunities: Utilization of screening

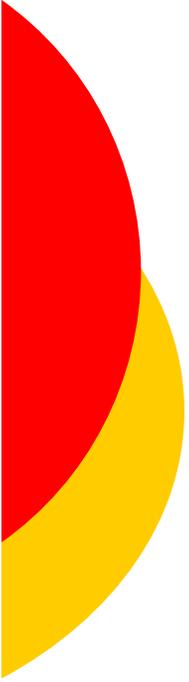
- Incentives for completion of the entire screening process and earned points
- Access to terminals and assistance with sign up



Opportunities: Utilization of education

- 3200 education modules in English and Spanish
- Customized education based on disease and risk factors

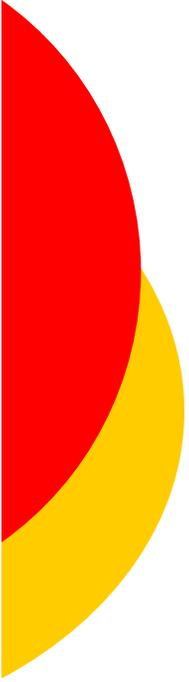




Opportunities: Risk and Disease management

- Phone coaches will call 2-4 times per year
- Health tracking for exercise, diabetes management, High Blood pressure





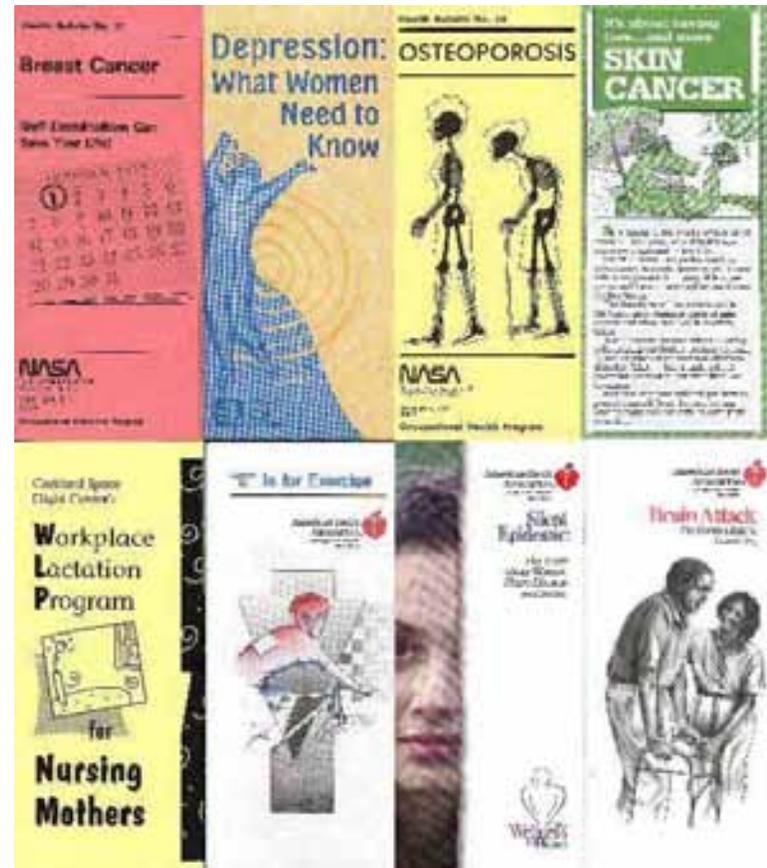
Summary

- Healthcare cost 7% vs. 15-25% growth of industry (down from 35% growth 2001)
- Injury to illness ratio of 5.9% compared to industry value of 20
- Attrition rate of 5% -

Lower Health Care Costs

2004 Additional Programs

- Education classes
 - B
 - C
- One on one counseling
- Booklets
- Etc.

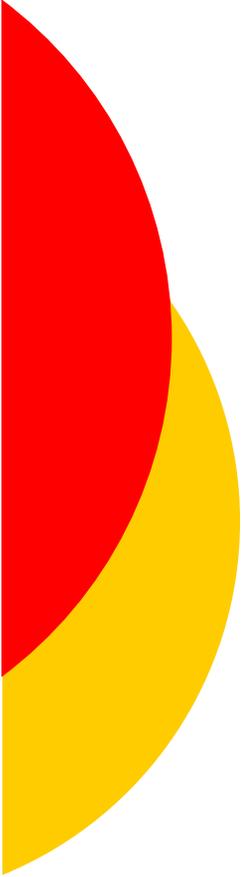


Summary

- Action plan and focus correlated with decreased coronary risk, smoking, cholesterol, and Diabetes management.
- Additional work needed for Cancer, nutrition and fitness
- Enrollment should exceed 50% in 2005

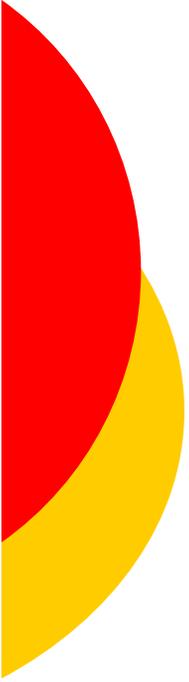


Health Programs



Greater Omaha Packing Company Simply Well Program

A solution to managing
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January 6, 2005



SimplyWell...

Personal Health Record solution

- Offers a confidential Personal Wellness Profile based on individual employee history
- Offers a Bi-lingual website solution
- PHR accessed on-line in a protected website
- Offers Employer solutions to IT development of PHR

Confidential

Bi-lingual

Online

Personal Health Management Website

The screenshot displays the 'Personal Health Management Program' website. The page features a navigation menu on the left with options like 'HOME', 'MY INFORMATION', 'ACTION PLAN', 'HEALTH GUIDES', and 'CONTACT US'. The main content area is titled 'HEALTH REPORT' and includes a 'Health Assessment Summary' section. A 'Risk Assessment Key' is provided, showing four categories: High Risk (red), Increased Risk (yellow), Doing Well (blue), and Excellent (green). The report lists several health areas with their corresponding risk scores:

Health Area	High Risk	Increased Risk	Doing Well	Excellent
Blood Pressure	5.0			
Body Composition	21.0			
Cancer	23.0			
Cholesterol	11.0			
Diabetes	20.0			
Fitness	19.0			

Additional information shown includes 'Basic Points: 6220' and 'Extra Credits: 50'. The user is identified as Robert, and the date is Monday, December 27. The website is accessed via a Microsoft Internet Explorer browser window.

Personal Wellness Profile - Online

Personal Wellness Profile

Physician Summary Report

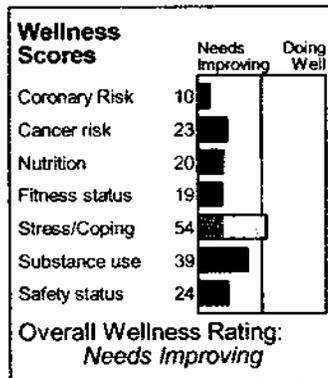
Robert BadHealth
1234 Unhealthy People
Omaha, NE 68154

M39 ID# 2102
PCP -
INS -

Profile Date: 6/28/2004
Phone: 4025555555
Birthdate: 5/5/1965

Physician Summary

Understanding Your Wellness Scores



Preventive Exams

Recommended (not current)

Blood pressure check, one to two years
Dental exams, regularly
Monthly testicular self-examination

Immunizations:

Pneumonia, once

Healthy Habits

Lifestyle habits - doing well
None

Existing Problems

Current Symptoms

Frequent urination and thirst
Frequent back pain
Trouble sleeping lately

Health History

Personal Health History

Allergies
Diabetes mellitus (Rx)
High blood pressure (140/90+) (Rx)
High blood cholesterol (200+)(Rx)
Kidney disease

Family Health History

Colorectal cancer

Diabetes

Coronary heart disease, heart attack, or coronary surgery
High blood pressure
High blood cholesterol

Major Risk Factors and Health Findings

Body Composition

Ht: 72 in, Wt: 245 lbs, BMI: 33.2

Risk Factors

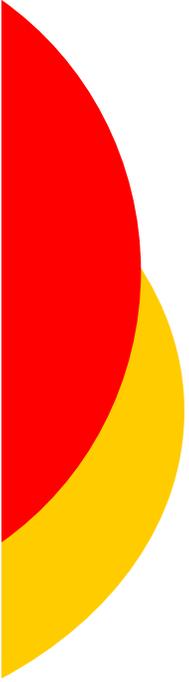
Current smoker
Elevated/high blood pressure (156/90)
High risk cholesterol
Sedentary
High risk cancer screening
Elevated blood glucose
Diabetes mellitus
Overweight
High AIDS/STD risk

Blood Tests

Blood lipids:

- * Total cholesterol 300 mg/dl
- * LDL cholesterol 203 mg/dl
- * HDL cholesterol 25 mg/dl
- * T-Chol/HDL Ratio 12.0
- * Triglycerides 360 mg/dl
- * Glucose fasting 130 mg/dl
- * Hemoglobin 9.0 g/dL

* Outside recommended levels



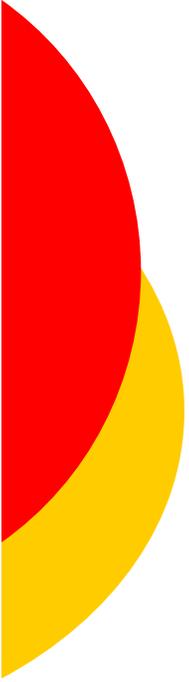
Personal Wellness Profile - Online

(continued form)

Educational Issues	Health Interests ("Do NOT notify me...")	Readiness to Change	
	Nutritional concerns Less than five servings of fruit and vegetables per day Not eating breakfast more than three times per week Not using primarily whole grains Saturated fat intake may be high	Physical activity Good eating habits No smoking/tobacco use Maintain healthy weight Handle stress well Alcohol moderation Healthy lifestyle	Contemplative Precontemplative Precontemplative Contemplative Planning Precontemplative Planning
	Health Status	Health Status Questionnaire (HSQ)	
	Self-rated health status My overall health is fair I am somewhat confident to live a healthy lifestyle	Physical Composite Score (PCS): 36.6 Mental Composite Score (MCS): 41.0 Note: PCS, MCS score over 50 is desirable	

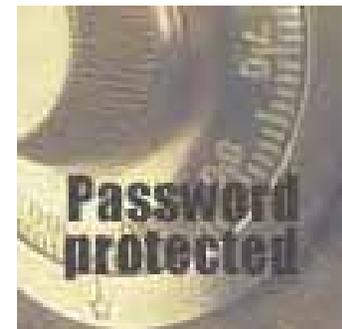
© Copyright 1996-2004, Wellsource, Inc.

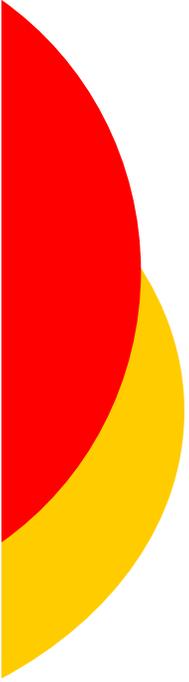
This report is confidential - not for insurance purposes or disclosure without written perm.



Advantages of PHR on-line digital conversion to SimplyWell

- Access to PHR with health resources and solutions on a specific identified health risk
- Consumer protected through individual assigned password for privacy protection
- Immediate access to educational health resources based on major risk factors and health findings
- Confidential Consumer Wellness Profile measured and compared annually
- Computer literacy training

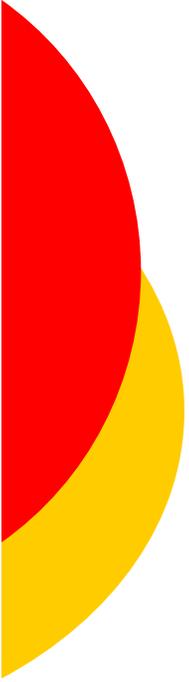




Employer Advantages... Return on Investment

Lower Costs

- Provides a solution to managing claims and overall healthcare costs
- Prior to SimplyWell in 2001, GOP Healthcare costs rose 35%
- After three years with program, negotiated a 4.4 % decrease for group medical insurance premium rates for 2005 plan year compared to the National Average of an 18-30% increase
- 5-year Self-funded costs savings vs. Standard Premium of \$3M to corporate bottom-line



SimplyWell..PHR

GOP Overall costs

- SimplyWell Program is a Fee for Service
- SimplyWell program is available to all GOP employees
- Individual Investment of 2% of total healthcare premium cost PEPM.
- Investment of Kiosks to assist employees with on-site education
- Medical Health Coordinator assists in the initial stages of implementation



Administration of PHR Systems

- GOP assists in the conversion to paperless PHR systems working with SimplyWell system education of employees
- SimplyWell is the TPA managing all of the hardware, software, disaster recovery, and IT for Greater Omaha



Management of on-site SimplyWell

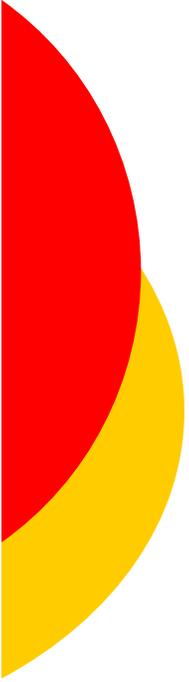
- Buy-in of program from CEO, Senior Management, Middle Management, and employees affords creative programming and employee involvement
- Continuous on-site training through classroom setting “lunch and learns” using 3-12 minute snippets from the SimplyWell on-line video training
- Executive Summary and benchmarking data used to determine educational programs



Employee Perspective

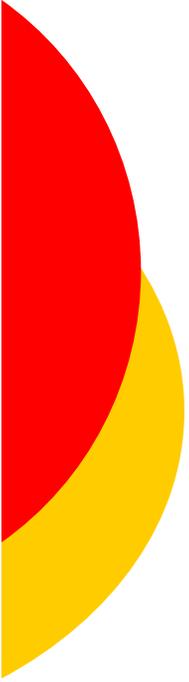
- Low Attrition rates send strong message of employee acceptance of programs
- SimplyWell is the cornerstone of family health conversion in healthy lifestyle changes
- SimplyWell offers solutions for bridging the gap of making healthy choices based on individual needs and health risk assessments
- Over 1200 employees and family members attend GOP Health Fair annually





Challenges and Benefits

- Challenge -Time constraints of employee education based on the cultural differences of healthcare in the paradigm shift from disease management to disease prevention
- Benefit – GOP has been involved in health and wellness program education for over 10 years and have the strong partner, SimplyWell, to impact change through the utilization of a very sophisticated on-site, on-line program



SimplyWell...Ideal PHR

- SimplyWell is the ideal PHR for our employees
 - Comprehensive Data and Benchmarking
 - Bi-lingual
 - HIPAA compliant
 - TPA solution
 - Excellent medical resources for disease management and prevention