

The Canopy Health Member Experience

Part Two

PRESENTED BY

Denise Vance-Rodrigues

Director of Business Development

Noori Dhillon

Director of Product Strategy

Cathy Schwallie Farmer

Director of Mobile/Web Delivery

November 5, 2018



Today's Hosts



Denise Vance-Rodrigues
DIRECTOR OF BUSINESS DEVELOPMENT

Denise Vance-Rodrigues has been in the employee benefits consulting business since 1986. During that time, she has developed a reputation for innovation, as her expertise has saved her clients millions of dollars while improving benefit levels for employees. Ms. Vance-Rodrigues, who previously worked as Director of Broker Relations and Outreach at Sutter Health, is also a Group Benefits Specialist (GBA) and a board member of the Golden Gate Association of Health Underwriters.



Noori Dhillon
DIRECTOR OF PRODUCT STRATEGY

Noori Dhillon has been working in health technology for more than 10 years. Her experiences range from working in world-renowned medical systems like UCSF to early-stage startups at the cutting edge of healthcare. Noori has a passion for innovative technologies that empower healthcare consumers and extensive experience delivering and managing consumer- and provider-facing products.



Cathy Schwallie Farmer
DIRECTOR OF MOBILE/WEB DELIVERY

Cathy Schwallie Farmer has been working in healthcare and science technology since 1988. During that time, she has held numerous positions — including lead software developer and software development director. Cathy led some of the key development for Kaiser Permanente's Clinical & Advice Call Center and managed the technology side of Kaiser Permanente's kp.org for 5 years.



What You'll Learn!

Topics

- How we're improving the member healthcare experience
- Our approach to member-empowering technology
- MyCanopyHealth mobile app and member portal features:
 - Video Visits
 - Cost Estimator
 - And much more!
- Q&A session
- Attendees will receive an email containing:
 - Webinar presentation
 - Links to portal and app



Service Area & Network

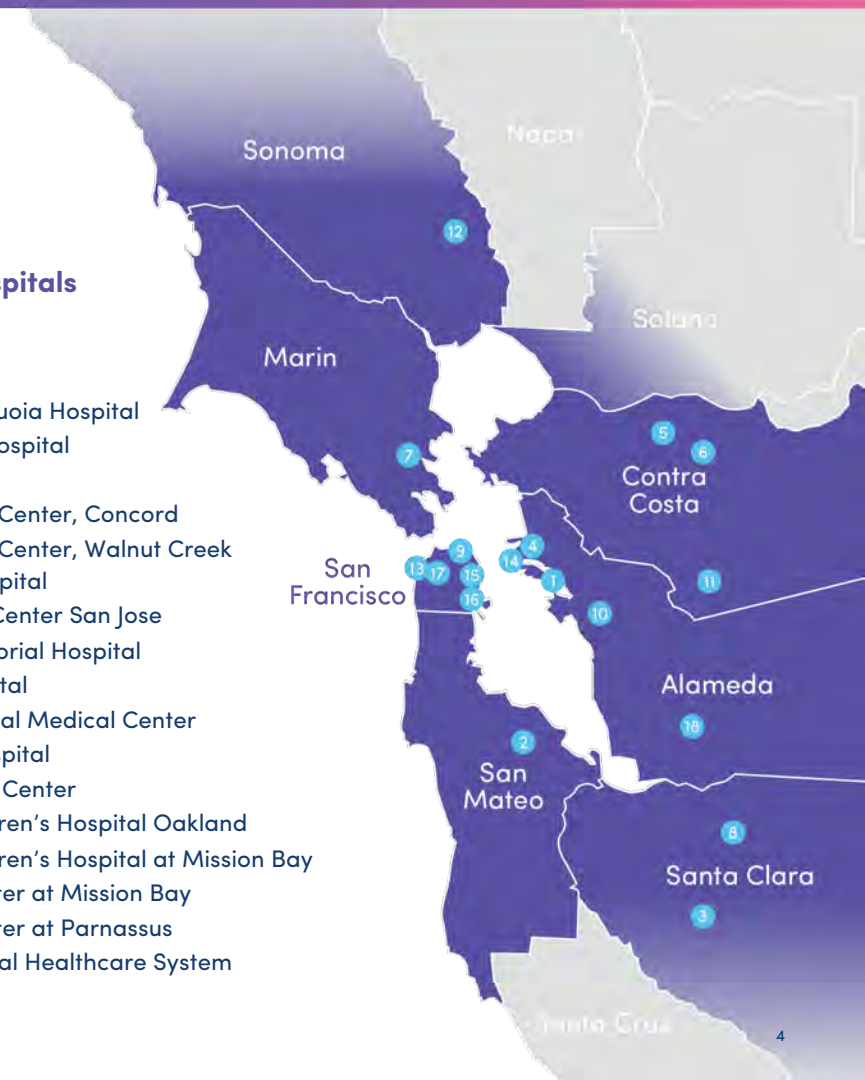
We've Got the Bay Area Covered

Our Medical Groups allow referrals to each other's specialists, creating a single integrated network. All our doctors, hospitals, and care centers are at your service – no matter where you live, work, or play:

- Hill Physicians Medical Group
 - East Bay & San Francisco
- John Muir Health Physician Network
- Meritage Medical Network
- Santa Clara County IPA (SCCIPA)

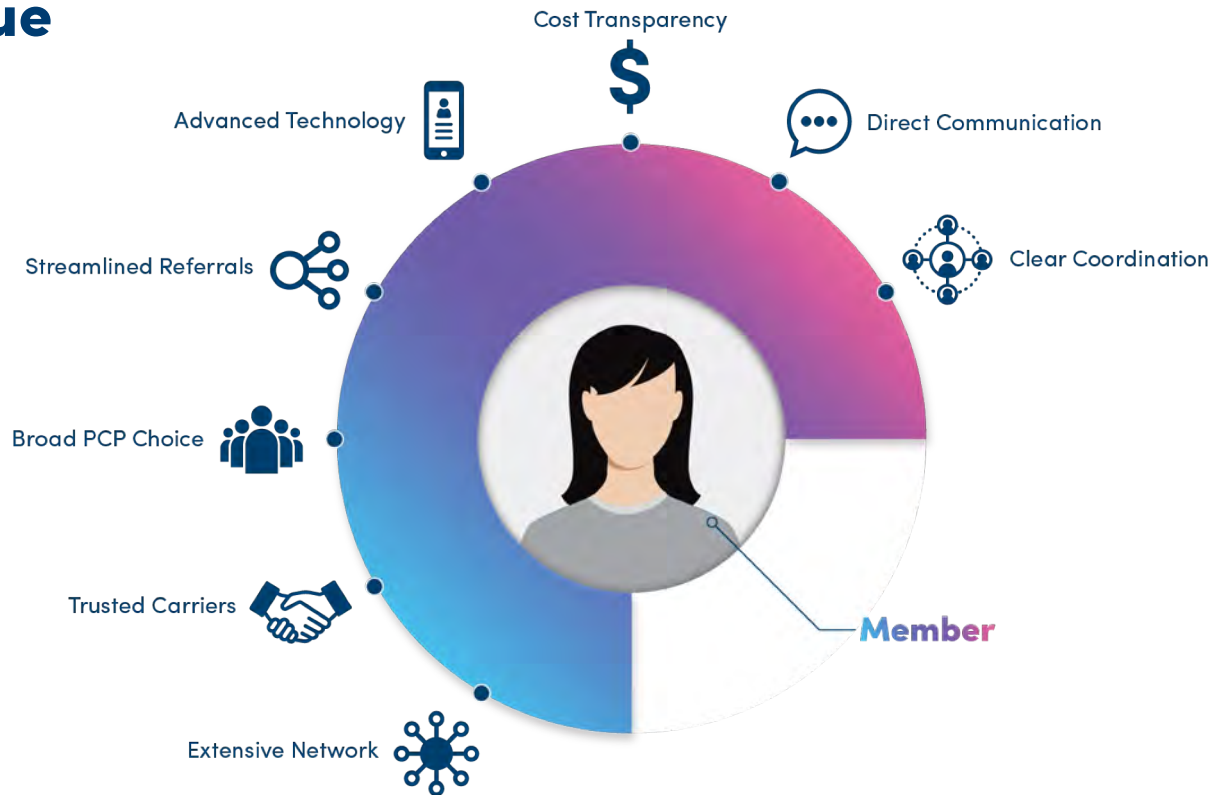
Canopy Health Hospitals & Medical Centers:

1. Alameda Hospital
2. Dignity Health Sequoia Hospital
3. Good Samaritan Hospital
4. Highland Hospital
5. John Muir Medical Center, Concord
6. John Muir Medical Center, Walnut Creek
7. Marin General Hospital
8. Regional Medical Center San Jose
9. Saint Francis Memorial Hospital
10. San Leandro Hospital
11. San Ramon Regional Medical Center
12. Sonoma Valley Hospital
13. St. Mary's Medical Center
14. UCSF Benioff Children's Hospital Oakland
15. UCSF Benioff Children's Hospital at Mission Bay
16. UCSF Medical Center at Mission Bay
17. UCSF Medical Center at Parnassus
18. Washington Hospital Healthcare System



Delivering Value

We Bring A Member Centric Approach



Carrier Partners

Health Plans That Fit

Members access Canopy Health by choosing one of three plans:

- Health Net – SmartCare
- UnitedHealthcare – SignatureValue Advantage
- Western Health Advantage

Members choose a PCP from one of four medical groups:

- Hill Physicians Medical Group – East Bay & San Francisco
- John Muir Health Physician Network
- Meritage Medical Network
- Santa Clara County IPA (SCCIPA)



Member-Empowering Technology

Digital Health Products Approach

- Integrated & Strong Architectural Backbone
- Feature Roadmap Management
- Iterative & Incorporates User Feedback
- Strategic Foresight & Planning

VS.

Traditional Healthcare Tools

- Check a box
- Static
- Limited end-user input
- Lacks future vision



A Network of Collective Intelligence

Built On a Solid Foundation

- Close collaboration & knowledge sharing with our partners
- Able to build robust, integrated, and complimentary technology
- Delivering value that empowers our members

Provider Groups:



Alliance Partner Hospital Systems:



Select Carriers:



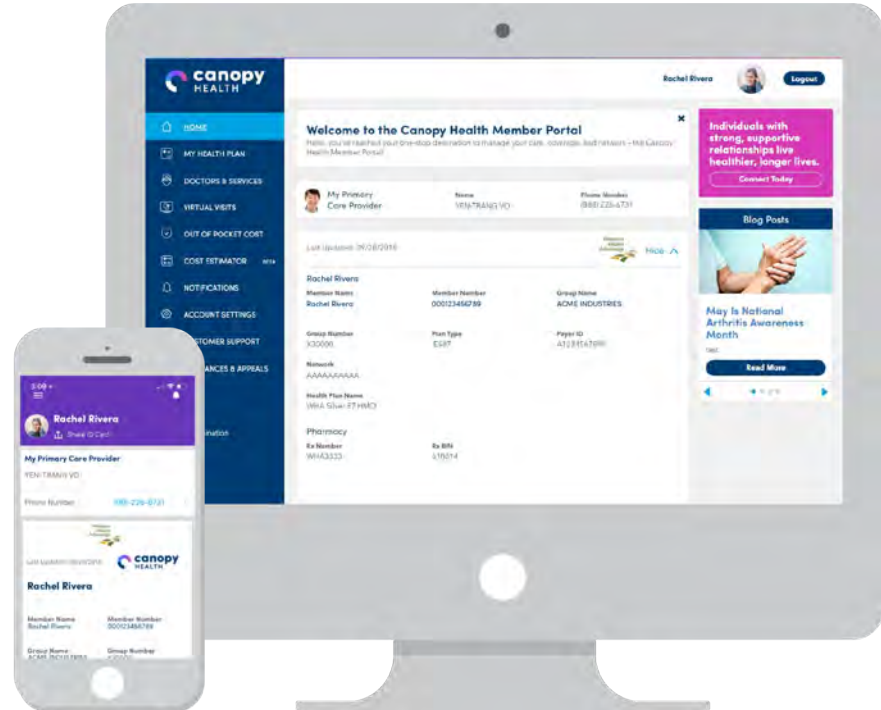
Technology Partners:



Intuitive Design

Member Experience Is Top Priority

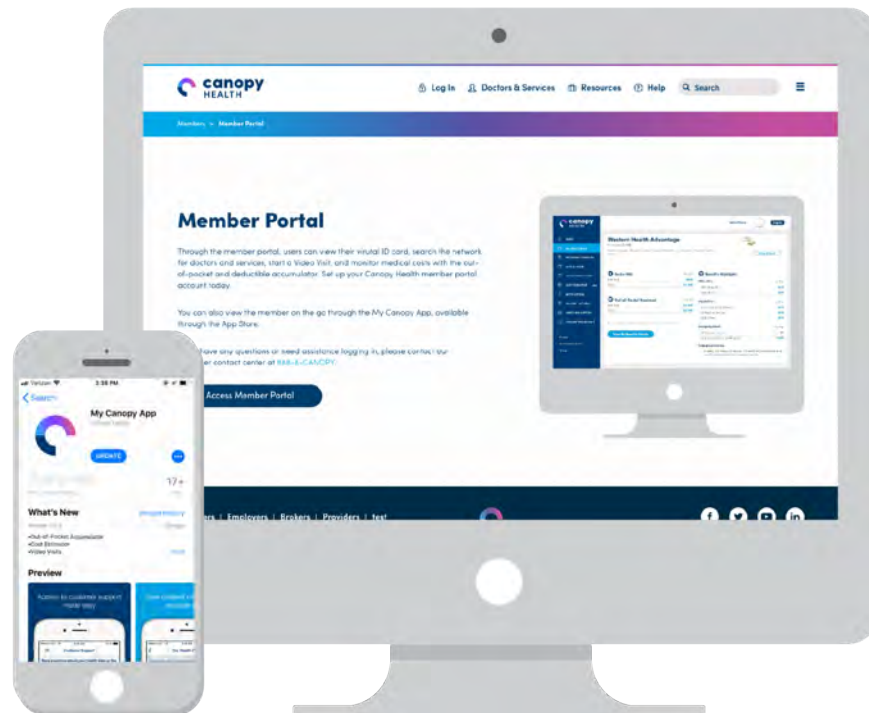
- Single login for all features
- Clean and simple user interface
- Personalized data from multiple sources
- Brand consistency
- Incorporation member feedback



Digital Platforms

Access Our Tools

Download the MyCanopyHealth mobile app on:



Member's Digital Toolbox

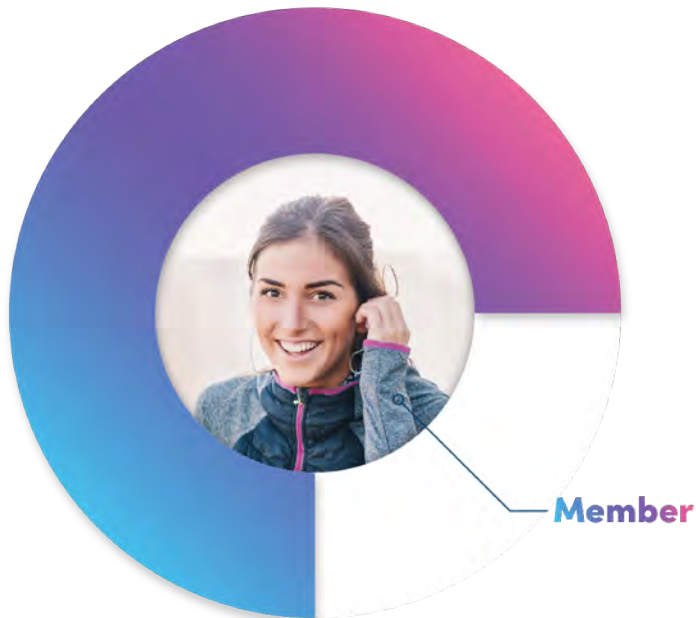
**Empowering Members
to Manage Their Care**



Member Profile

Rachel Rivera

- 32-year-old new mom
- Lives in Oakland, works in San Francisco
- Active on-the-go lifestyle
- Carrier - Western Health Advantage
- High deductible plan

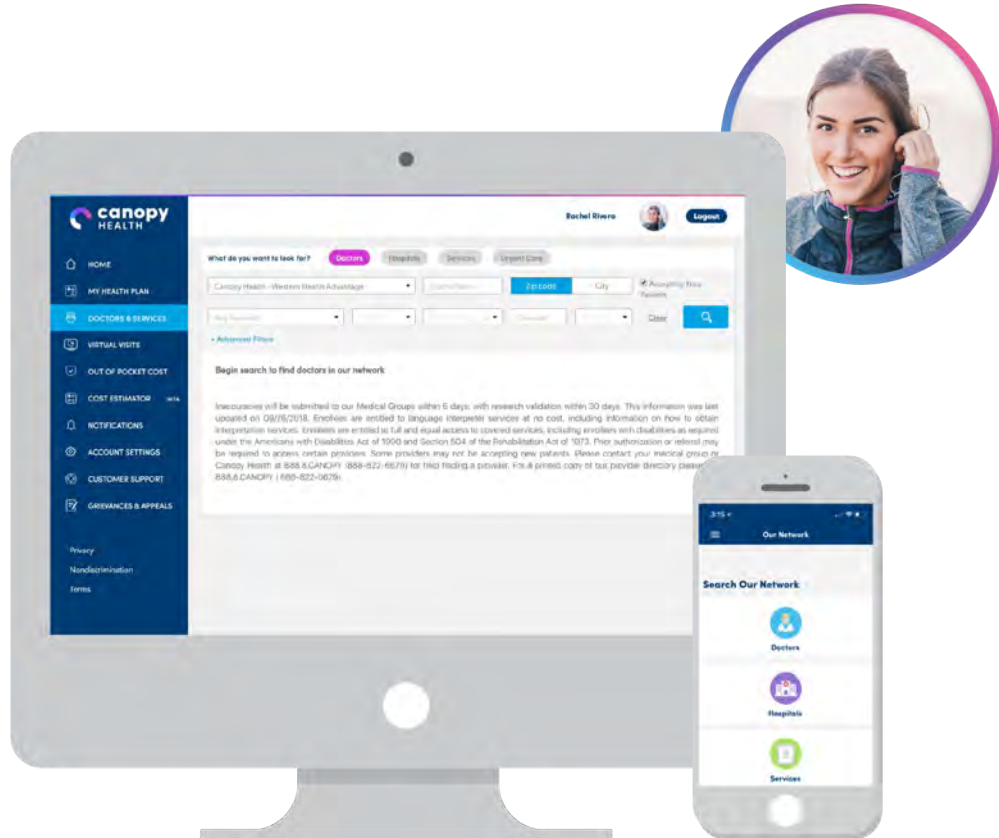


Doctors & Services

Experience

Members can login to find great care most convenient for them, including:

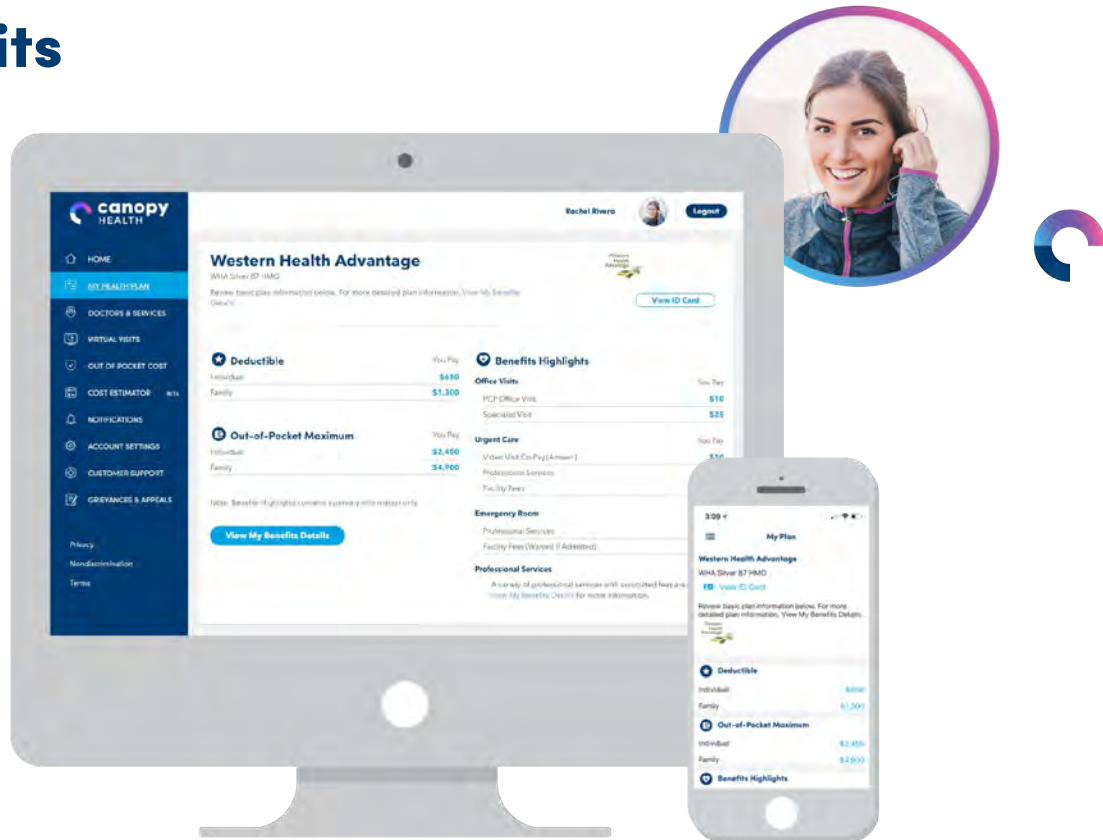
- Languages spoken
- Medical group
- Contact information
- If the PCP is accepting new patients
- And more!



Understand Plan Benefits

Experience

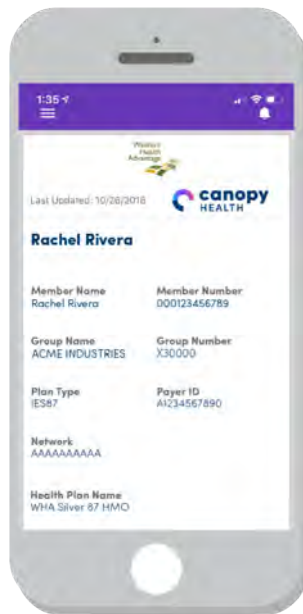
- Understanding health plans can be difficult
- Members can access and understand their coverage details
- Leads to better informed health decisions



Virtual ID Card

On-The-Go Convenience

The Virtual ID Card in the MyCanopyHealth mobile app can also be added to the Apple Wallet:



Rachel goes for a run...



Wakes up in pain.



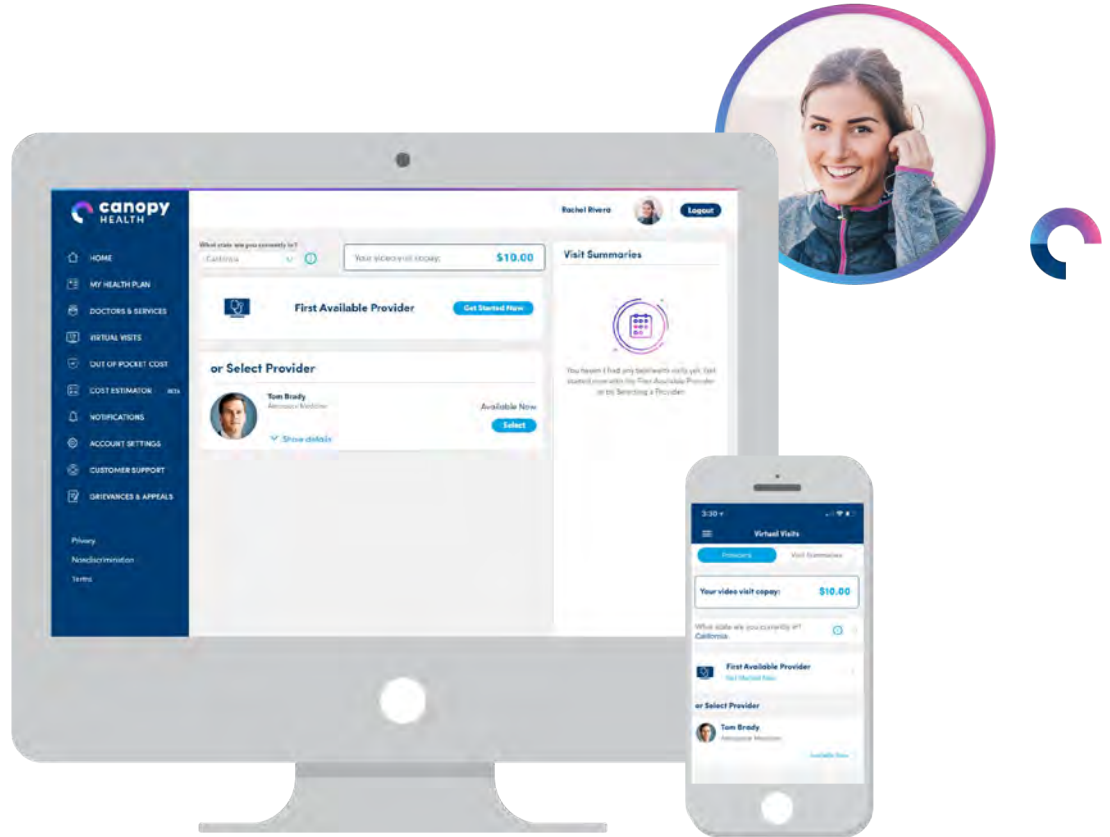
**Saves time with
a Video Visit.**



Video Visits

Experience

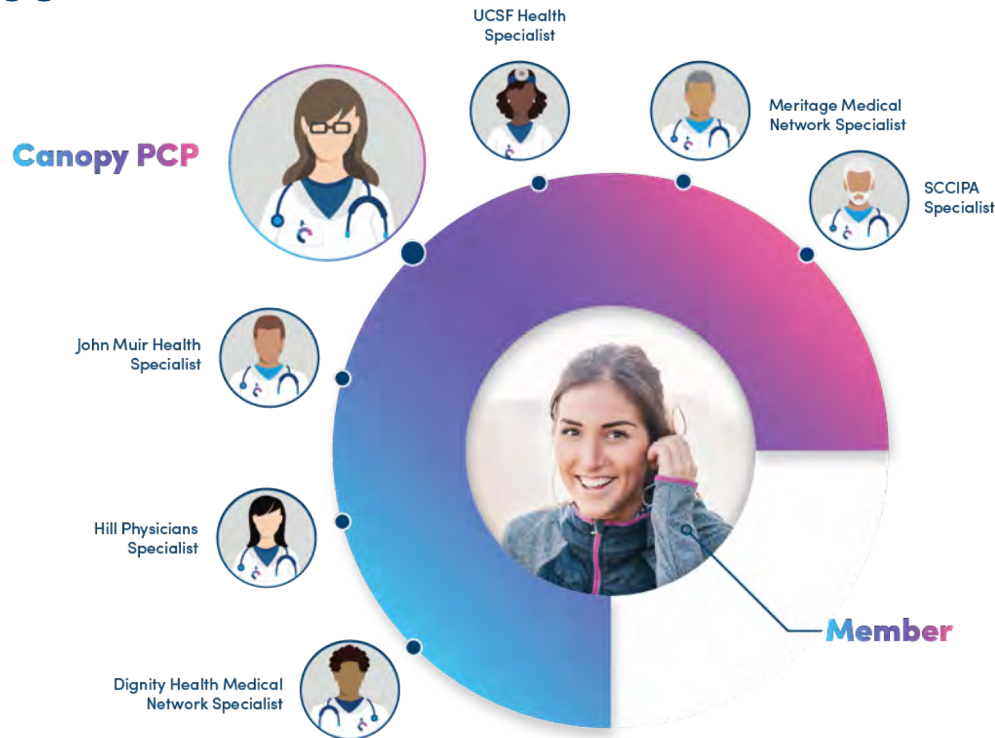
- 24/7 on-demand access, no appointment needed
- Enter in health concerns and receive a consultation within minutes
- Skilled providers, trained in Video Visit consultations
- Prescriptions sent to a pharmacy of choice
- Visit summaries securely shared with PCP



Visits her PCP and receives a referral.



Streamlined Alliance Referral Program



**A Specialist recommends
a procedure and Rachel
determines her cost.**



Cost Estimator

Experience

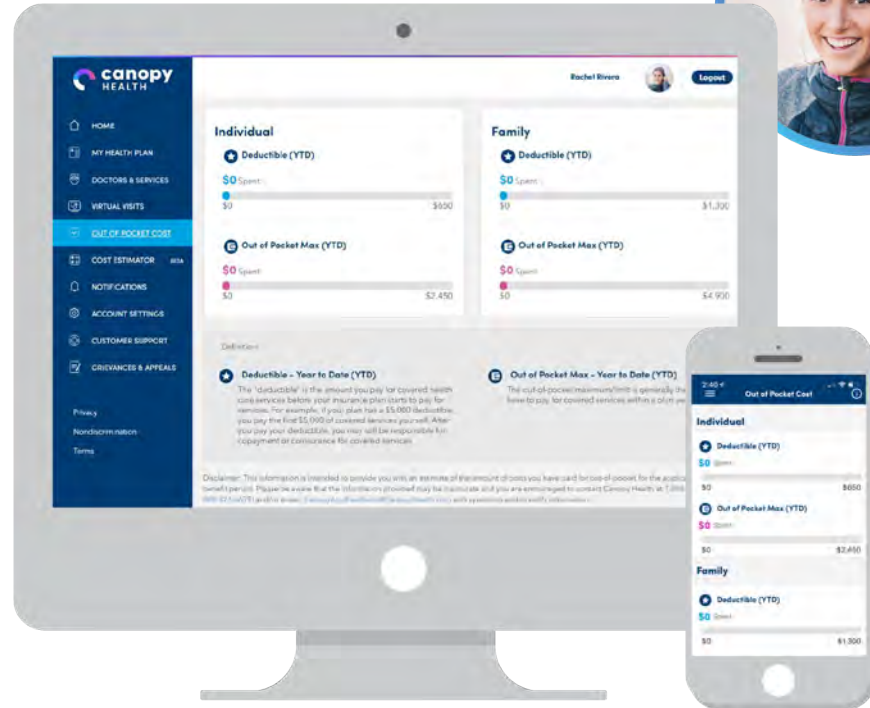
- Search or select from a list of top shoppable medical services
- Know out-of-pocket cost in context of plan benefits and spend-to-date
- Education tool and utility for deductible plan members
- Plan & budget for healthcare spending



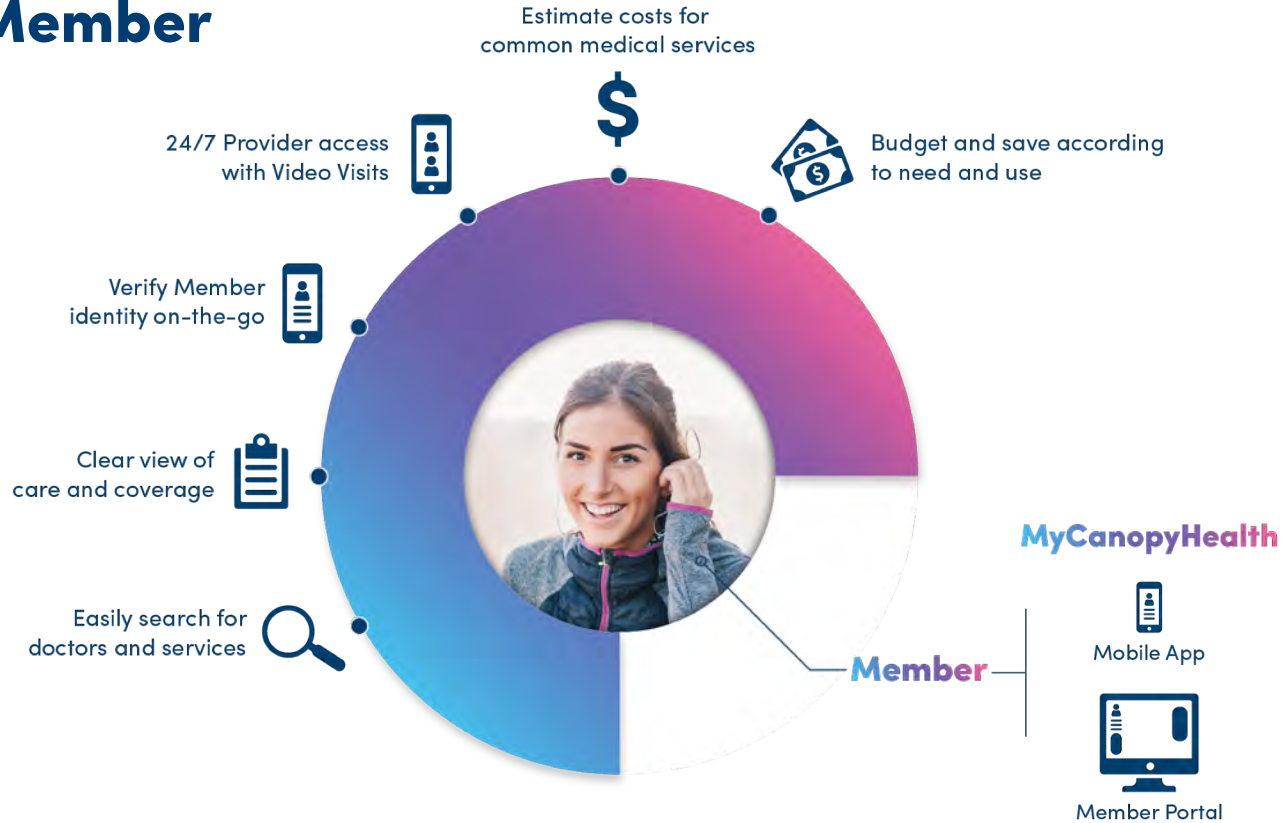
Out-of-Pocket Accumulator

Experience

- Understand individual & family out-of-pocket spend for the plan year
- Know when you are close to meeting your deductibles & your benefits kick in
- Plan & budget for healthcare spending



Empowered Member



Big Ideas For The Future!

Continued Member Commitment

- Cost Estimator – Version 2
 - Place of service & facility cost comparison
- Referral tracking & management
- Appointment scheduling & management
- Alliance provider patient portal integration



Q&A

Thank you for joining us.

Please let us know if you have any questions.



Thank You

Primary Contact

Denise Vance-Rodrigues

Director of Business Development

C: 408.317.8081 | O: 415.966.0806

Denise.Vance-Rodrigues@CanopyHealth.com

Secondary Contacts

Nick Jauhal

Account Manager:

Broker and Carrier Relations

C: 562.209.3243 | O: 415.967.3039

Nick.Jauhal@CanopyHealth.com

Melissa Alvaro

Employer Relations Account Manager

C: 925.586.5228 | O: 415.841.2438

Melissa.Alvaro@CanopyHealth.com



Refreshingly Clear, Human Care

