



**innovation**  
**HEALTH**<sup>SM</sup>  
Aetna | Inova PARTNERSHIP

*Together. Better Health.*

# Innovation Health Broker Brochure

A whole new way of  
looking at health care



# Innovation Health— A Whole New Way of Looking at Health Care

## Our Vision

As leaders in health, we are redefining the future. Through innovation in technology, information sharing, advanced health care delivery systems and aligned incentives, our unique partnership will allow us to offer a health plan that supports better health and an improved health care experience at an affordable price.

Innovation Health is a partnership between Aetna and Inova, two nationally recognized leaders in the health care industry. The Aetna and Inova partnership is transforming the way health care is delivered through Innovation Health.

The health care providers of Inova are teaming with Aetna to provide a more complete patient experience. By working together to use information technology to coordinate care, deliver clinical decision support and get people more engaged in their overall health and well-being, this leads to better care efficiencies and may provide more effective health outcomes for the residents of Northern Virginia.\*

### Why is coordinated care important to members?

Coordinated care enables doctors to provide care more effectively and communicate better with members and other doctors in the network. It means that doctors in the network are working together to build a care plan around the member. And that doctors in the network will be able to share information about the member's care more easily with each other to provide a more complete patient experience.

**The bottom line?** Coordinated care is simply more effective and efficient. This can help give a better care experience and cut down on duplicate medical tests and other things that increase medical costs. And that's better for everyone.

“Our mission is to improve the health of the diverse community we serve through excellence in patient care. This innovative relationship with Aetna responsibly addresses long-standing challenges related to the quality and expense of care, physician participation and patient satisfaction.”

— **Knox Singleton**, CEO, Inova

“Both Inova and Aetna believe that shared accountability translates into a powerful new value proposition for consumers. This signals a new level of Aetna's commitment to payment reform and stronger provider collaboration. Through our joint arrangement we will deliver a better, more affordable health care experience.”

— **Mark Bertolini**, CEO and President, Aetna

\*Alexandria, Fairfax, Falls Church, Fredericksburg, Manassas, Manassas Park and Arlington, Fairfax, Loudoun, Prince William, Spotsylvania and Stafford counties

# Why should you care?

Because the American health care system is broken

2012: Employers' health costs have risen

20% in five years,  
9.3% just in the last year.<sup>1</sup>



2006: Medication-related injuries harm

1.5 million people per year  
and cost \$3.5 billion.<sup>2</sup>



2010: The US ranks

31<sup>st</sup> internationally  
for infant mortality.<sup>3</sup>



## New health plans designed with Virginia businesses in mind

### Working together for better health and lower costs

Our goal is to improve the quality of care for Innovation Health members and lower overall health care costs for employers and residents in the Northern Virginia region.

#### Advantages to employers:

- ▶ Cost savings
- ▶ Sustainable solution
- ▶ Improved quality of care for employees
- ▶ Healthier, more engaged workforce

#### Advantages for members:

- ▶ Greater emphasis on preventive care and screenings
- ▶ Personalized care plans to manage chronic conditions
- ▶ Better coordination of care among physicians and greater access to care at the right facility at the right time
- ▶ Lower out-of-pocket costs

#### Innovation Health offers a broad range of products:

- ▶ PPO
- ▶ Open Point of Service Plus
- ▶ Indemnity
- ▶ HMO
- ▶ Open HMO
- ▶ Open HMO Option
- ▶ Network Only Plus
- ▶ Open POS II
- ▶ Open Network Only Plus

Both fully insured and self-insured funding options are available.

### We will have the right solution for a variety of sizes of businesses:

- ▶ Small Group (2–100 employees)
- ▶ Select Accounts (101–299 employees)
- ▶ Key Accounts (300–3,000 employees)
- ▶ National Accounts (3,000+ employees)
- ▶ Public and Labor
- ▶ Individual

### Here's what's different about our partnership

Innovation Health delivers services designed to keep our members healthy and overall cost down by:

- ▶ Avoiding unnecessary or duplicative tests or treatments
- ▶ Preventing harmful drug interactions
- ▶ Offering coaching and supportive services to patients to better follow treatment plans
- ▶ Delivering wellness programs to keep members healthy and productive
- ▶ Identifying and actively reaching out to members who are due for preventive medical screenings or tests
- ▶ Effectively treating the whole person by providing access to quality health care and services to individuals in a more tailored and personalized way

<sup>1</sup>2012 Towers Watson/National Business Group on Health Employer Survey

<sup>2</sup>2006 "Preventing Medication Error," Board on Health Care Services, Institute of Medicine

<sup>3</sup>2010 Adapted from Organization for Economic Cooperation and Development, OECD Health Data

## Innovation Health Provider Network Area

Innovation Health members are able to choose from Aetna's large national provider network as well as Inova's clinically integrated network of providers anchored by Inova's hospital system. These broad-based provider networks offer members the flexibility to select their preferred provider.

While plan members have the freedom to receive care from any hospital or provider, they realize the highest benefit level and the lowest out-of-pocket costs when they access care through the Innovation Health network service area: Alexandria, Fairfax, Falls Church, Fredericksburg, Manassas, Manassas Park and Arlington, Fairfax, Loudoun, Prince William, Spotsylvania and Stafford counties.

### The Aetna network includes:

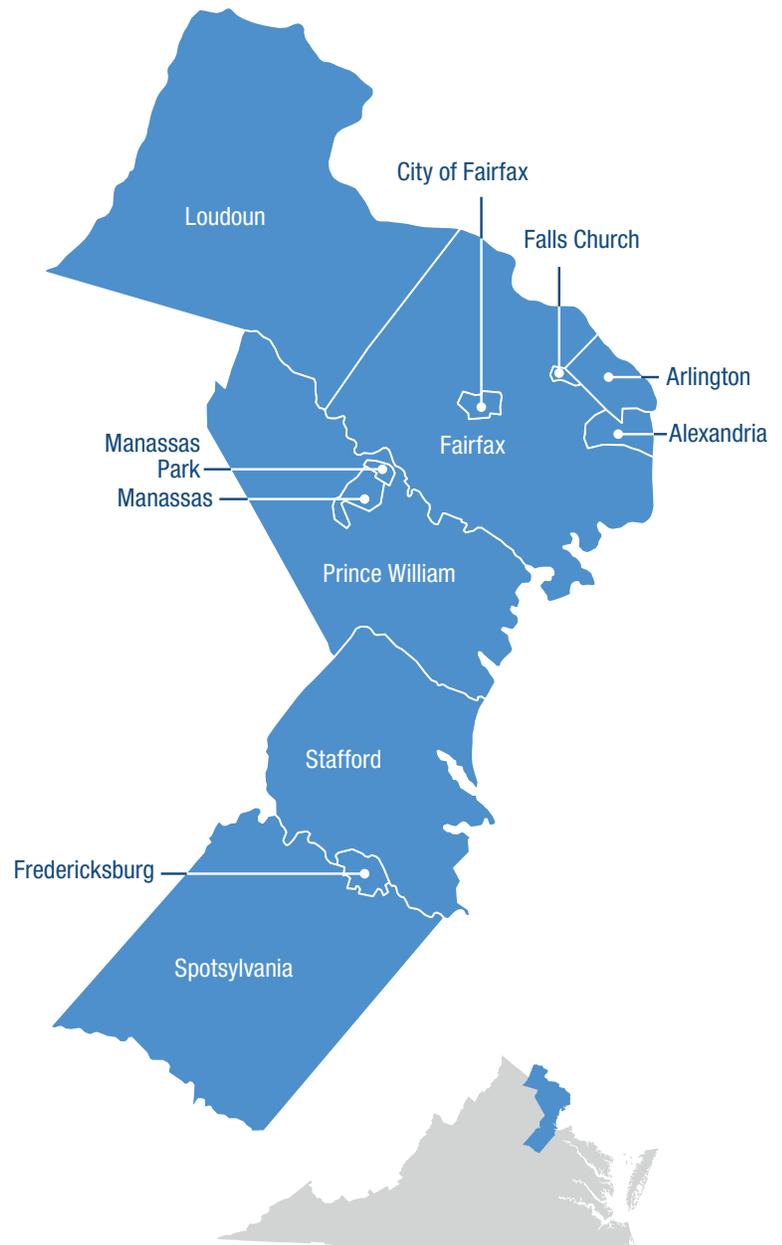
- ▶ A broad national network with more than 587,000 primary care doctors and specialists and 5,400+ hospitals
- ▶ An existing local network in Northern Virginia consisting of 21 hospitals, 6,000 physicians and providers and 200 facilities and ancillaries, such as urgent care, home health, radiology centers and ambulatory surgery centers

### The Inova System includes:

- ▶ Five hospitals with over 1,877 licensed beds
- ▶ Over 3,720 affiliated physicians
- ▶ Over 80 ambulatory care locations (non-hospital sites of care)

### Inova Hospital awards

- ▶ All five of Inova's hospitals have been recognized by *U.S. News & World Report* as "Best Hospital" for 2012–13
- ▶ Inova's hospitals have received multiple Gold Seals of Approval™ from The Joint Commission



**Innovation Health is the brand name used for products and services provided by Innovation Health Insurance Company and Innovation Health Plan, Inc.**

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