



From the CEO: Rahul Singal, MD

2008 was a successful year of engaging members and employees in their own healthcare. With your ongoing commitment and participation, WorldDoc's consumer care management system has seen tremendous growth and advancement in 2008.

Throughout 2009 we will continue to discover innovative ways to use health information to engage and empower users to improve their health and reduce costs; and to allow care facilitators to communicate and identify member care opportunities faster and more efficiently. We will continue to bridge partnerships with organizations like Microsoft HealthVault and CVS MinuteClinic, that share this vision of member empowerment through enhanced data sharing and electronic communications with physicians, as detailed during panel sessions at our 3rd Annual Client Symposium (see story to the right).

And we have several platform enhancements in development to be released in 2009 including; the full release of the new Personal Health Record, targeted member messaging specific to member needs and conditions, on-demand web base reporting and a coaching module to facilitate member identification and assure proper session tracking.

These and several other key developments will be coming your way in the near future. Be on the lookout for additional information, release dates and informative webinars on these exciting enhancements.

With your continued commitment to improved health, WorldDoc, and all of our clients are sure to have a tremendous 2009.

Engaging Consumers, Best in Class Partners and Health Improvement Were Focus at WorldDoc's 3rd Annual Symposium

WorldDoc's two-day Client Symposium consisted of client success stories, cutting-edge engagement strategies and industry leader insights into changing member behavior interspersed with fun "health-minded" activities. "This was an excellent opportunity for our clients to share insights gained and lessons learned about taking on the challenges of engaging consumers in their own healthcare and bringing about positive behavior change amongst their members," said Rahul Singal, MD, president and CEO of WorldDoc, Inc."



Shaw Industries, EBMS, CVS MinuteClinic, Microsoft HealthVault, HealthGrades and others joined WorldDoc in facilitating discussions focused on looking into the current and future state of consumer healthcare through the eyes of our users using best in class partners, identifying opportunities in a competitive marketplace

and learning "best practice" methodologies in personalizing change programs and delivering messages for maximum impact and adherence. Additional sessions focused on customizing rewards for employee groups to raise awareness and garner engagement of employees in their own healthcare and on what is working and what is not when it comes to improving care and improving returns.

Please contact your Account Executive to receive the presentations from the event.

Insurance Management Services, Inc. (IMS) Pilots Risk Stratification Tool

Insurance Management Services, Inc., located in Amarillo, Texas, is a Third Party Administrator (TPA) for self insured Medical, Dental, Vision and Short Term Disability Plans with approximately 20,000 members. IMS is the first to pilot a new quantitative tool WorldDoc has developed within WorldDoc Tx to define and stratify members. With this tool, a score is assigned to each member and they are stratified as high, medium or low risk. Data input sources used to determine the score include; member reported information from their Health Risk Assessment or Personal Health Record, input from the WorldDoc Tx user, lab values, prescription claims, and medical claims. The scoring is based on: access intensity, prevention, adherence with best practice guidelines and disease burden.

This is a tool to measure the member's current health status and provide a quantitative decision support method to determine which member the Tx user should intervene on next.

"This risk scoring tool provides us with more in depth corroboration to reach out to those individuals identified as a 'high health burden' first, in order to better manage care and adherence and to better substantiate our nurse care manager's workflow," said Jim Ann Rasco, IMS's Director of Utilization Management.

CLIENT CORNER

Robby Kordish
Vice President, Health and Care management
Health Design Plus

Health Design Plus, located in Hudson, Ohio, is a national third party administrator, providing managed care services for mid to large sized, self insured employers – those in the 500 to 20,000 employee range. HDP prides itself on the development of long-term relationships with their clients. Health Design Plus is rolling out WorldDoc's 24/7 Personal Health Management System to one of its largest groups with 20,000 members. Partnered together, Health Design Plus and WorldDoc provide the information, materials, support and personalized programs to engage members into changing their behaviors, maintaining good health and controlling costs.

As a company that was founded and continues to be grounded in Care Management, we at Health Design Plus see clinical competence and the capability to keep current with standards of practice as a critical capability in a vendor partner. And because we live our mission of helping clients to control health care costs every day, it is also critical that we work with a vendor partner who shares this orientation and promotes it through education and empowerment of health care consumers. We found these core competencies at WorldDoc.

We have been impressed by the fact that WorldDoc was founded by physician specialists with a vision of helping people improve health, seek medical care appropriately and be an active participant in the process. We are also appreciative of the investment WorldDoc has made in technology, the flexibility and responsiveness with which they have met our needs, and their commitment to continuous quality improvement.

At Health Design Plus, we look forward to a partnership with WorldDoc that allows us to demonstrate value to clients with a simple-to-implement on-line wellness tool, a comprehensive engagement campaign and meaningful outcome reports. It is a vital component of our Population Health Management program.



WorldDoc Continues to Grow

WorldDoc's success is a direct result of our client's continued commitment and dedication. It takes a talented group of individuals with varied backgrounds to support those efforts. Just in the past 3 months, WorldDoc has added ten new members to the team in technology, sales, operations, human resources and customer experience.

And with ongoing and innovative product development, WorldDoc will be adding additional members to the team throughout 2009. Please view our current job opportunities at

<http://www.worlddoc.net/company/careers.asp>

If you know of any highly qualified professionals that portray our values of passion for innovation, devotion to ethics, commitment to service and a focus on excellence, send them our way.....

Legislators Take Part in Health Program!

"Prevention is the Key to Wellness"

The WorldDoc Foundation conducted a one-of-a-kind health program on February 19, 2009 for the members of the 2009 Nevada Legislature. The program featured biometric screenings including: Comprehensive Metabolic Panel with Lipid Profile, Blood Pressure screenings and Health Risk Assessments. Legislators had the opportunity to create their own electronic Personal Health Record, receive a discount drug and lab card and access health information through the WorldDoc Foundation's, "My Health Nevada" website (www.myhealthnv.com).

"Our goal is to share with the legislators the services available through "My Health Nevada" available **free** to the uninsured in the state", pointed out Garth Winckler, president of WorldDoc Foundation. "Combining it with the resources of our partners for this event, who share our goal of affordable health care, is especially powerful. We all believe that the key to prevention is education and that is the focus of this program," added Garth.

The Foundation spearheaded a partnership with Saint Mary's Health Plans, Nevadans for Affordable Health Care, Universal Health Network and Nevada Association of Healthcare Underwriters to conduct this program.

If you would like to discuss ways, like this and others, to engage your community in improving healthcare, contact Kelly Thomas Boyers at 702.581.8150 or ktboyers@worlddoc.com.

WorldDoc Attains Gold Certified Partner Status in Microsoft Partner Program



As a Gold Certified Partner, WorldDoc has demonstrated expertise with Microsoft technologies and a proven ability to meet customers' needs. Microsoft Gold Certified Partners receive a rich set of benefits, including access, training and support, giving them a competitive advantage in the marketplace.

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