



IHPM RESOURCE

DIRECTORY 2008

INSIDE THIS DIRECTORY:

- Care Management
- Consultants
- Health Improvement Providers
- Health Plan/Insurers
- Pharmaceutical Suppliers
- Wellness Organizations



IMPROVING THE QUALITY OF HUMAN LIFE

Employers are increasingly interested in health and productivity management as a way of getting greater value from their benefits investments. Yet, many companies, both large and small, lack internal resources sufficient to tackle an integrated and comprehensive approach on their own.

More often, they are turning to external resources to help integrate information, broaden the scope of programs and deploy services in a way that yields health and productivity value beyond what might be achievable from a single source. You may think of these resources as “vendors” but, more often, leading-edge employers consider these health benefits compa

SHIFT IN MARKET READINESS

A number of recent reports indicate that new partnering opportunities are on the horizon. Employers are gaining interest in health and productivity management and are preparing to take action toward a more strategic approach to managing health benefits. Consider:

- A report by Watson Wyatt Worldwide, 2005/2006 *Staying @ Work™*, found that 41 percent of organizations have already incorporated health and productivity into their health care plan-

ning, and nearly one-third more plan to do so within the next 12 months.¹

- In *Beyond Cost Containment to Health and Productivity*, the Integrated Benefits Institute reported that, over the next five years, more than 85 percent of employers surveyed want to link health and group medical data to broader outcomes, such as absence, disability, lost productivity and company financial performance.²
- In addition to these published findings, Aetna’s own research on mid-size and

larger employers indicates that 85 percent of employers desire to become more strategic and integrated in how they manage employee health. Employers believe that certain services and better coordination have potential to improve productivity outcomes. See Chart A, *Perceived potential of health-related services to influence productivity outcomes by mid-size and large employers*. Interested, yet skeptical, employers are demanding evidence that their investment in benefits offerings will yield the outcomes they are seeking

EVIDENCE FUELS SUPPLY AND DEMAND

As a result, health benefits companies – from health plans to disability management firms – are responding by fortifying their data management, service delivery, reporting and integration capabilities. As these organizations measure and report on the health and productivity benefits of their interventions, they produce evidence that further stimulates employer

CASE STUDY

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- timely, targeted and authoritative;
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- incorporated in a professional non-compromising environment.

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PUBLICATION SIZE

Trim size: 8" x 10.75"

Editorial features will be published as two-page spreads – 16" x 10.75"

SUBMISSION FORMATS

- Each submission should be no more than 1,200 words.
- Please use Microsoft Word or submit as plain text.
- Accompanying photos, tables or figures should be 300 dpi.
- Send above as .tif, .eps or .jpg format, preferably for a Mac.
- Tables and figures may also be submitted in the software used to create them; e.g., Microsoft Excel, Microsoft PowerPoint, Microsoft Word.
- Proofs will be provided for approval.

Send submission to:

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