

# INSPIRING PEOPLE



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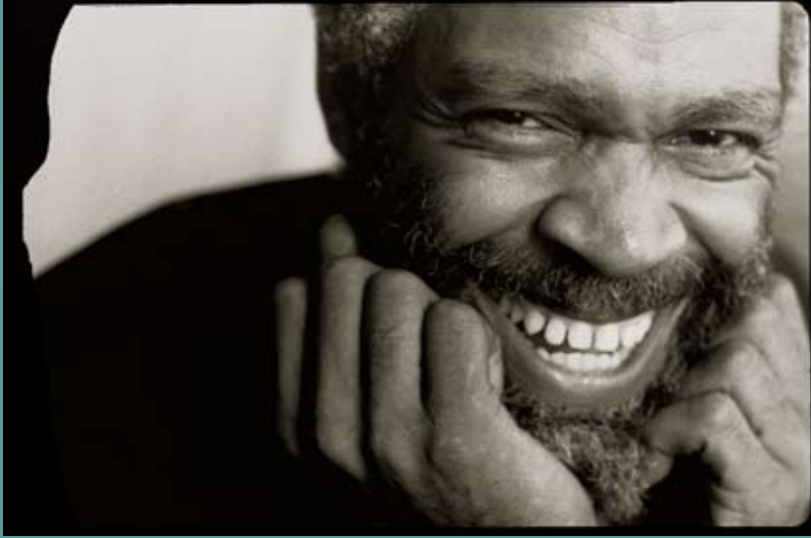
THIS IS THE STORY OF MARATHON HEALTH.

WE'RE A HEALTHCARE COMPANY THAT CREATES TRUSTING RELATIONSHIPS. WE INSPIRE PEOPLE TO MAKE DRAMATIC, LONG-TERM CHANGES IN THEIR LIVES.

THOSE CHANGES HELP PEOPLE LEAD HEALTHIER LIVES AND LOWER THEIR RISK FOR DISEASE, WHICH IN TURN HELPS THEIR EMPLOYERS STABILIZE HEALTHCARE COSTS.

IT'S A SIMPLE EQUATION THAT YIELDS POWERFUL RESULTS.

WHEN IT WORKS—AND WE CAN PROVE THAT IT DOES—THE RESULTS SHOW IN THE EMOTIONS AND ON THE FACES OF EVERYONE INVOLVED.



# PRIDE

MEET DAN. HE'S HEALTHY. IN FACT, HE'S PLANNING TO RUN HIS FIRST 5K RACE. DAN'S **A PATIENT** AT HIS COMPANY'S MARATHON HEALTH ONSITE CLINIC, BUT HE WASN'T ALWAYS SO HEALTHY.

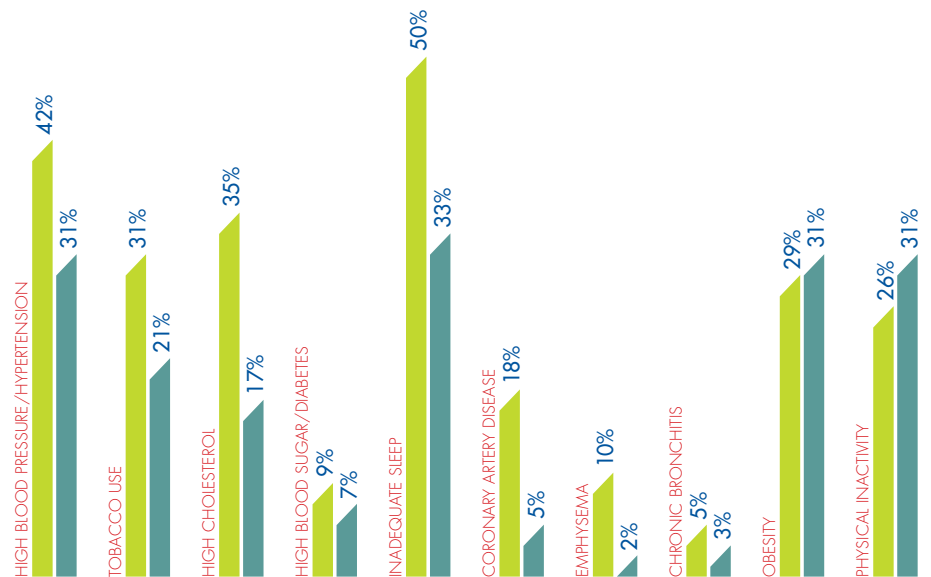
AS A GUY IN HIS 40s, HE HAD A HIGH BODY MASS INDEX, HIGH CHOLESTEROL, AND HIGH BLOOD PRESSURE. ON TOP OF THAT, HE HADN'T SEEN A DOCTOR IN 20 YEARS. BUT THEN HIS EMPLOYER OPENED AN ONSITE HEALTH CLINIC—RIGHT DOWN THE HALL FROM WHERE HE WORKS.

The clinic was convenient; Dan had his first health assessment in two decades. Since then, he has started setting achievable health goals. Today, he eats a heart-healthy diet. He exercises regularly. He lost more than 25 pounds, and with that, lowered his blood pressure and cholesterol. Oh yeah, and he's running that race. If you ask Dan, he'll tell you it was because he had support and encouragement available to him at work. Otherwise, he might not have done it. Not only is Dan healthy, he's got a different way of looking at healthcare.

And so do we.

SAMPLE COMPANY  
POPULATION STRATIFICATION  
ACTUAL RESULTS

Employee Rate  
U.S. Prevalence Rate



## A DIFFERENT PERSPECTIVE ON HEALTHCARE

It's amazing what happens when someone is inspired to live a healthier lifestyle. When they're not reacting to symptoms, but can understand the root issues that are going on with their health. When they're proud to be part of a new perspective on healthcare—one that's not about being sick, but rather about achieving their best possible health. That's the difference of working with Marathon Health.

When you see people who get their care from a Marathon Health onsite clinic, you see people who are inspired to lead healthier lifestyles. Now, going to the clinic is an important part of being healthy instead of just another part of being sick.

### Shared Information, Shared Responsibility

The more people understand about their health, the more they're able to make changes for the better. To help, we give our patients and clinicians access to powerful technology tools. These tools enable the healthcare professional and the participant to set health goals, create action plans, and track individual progress toward a healthier lifestyle.

Each employee can access Problem Knowledge Couplers® to find relevant content and options for specific conditions, a Problem-Oriented Personal Health Record that contains all of the employee's health information in one place, and the eHealth Portal for continued wellness education and health resources. Together, these tools provide superior health assessment and care planning that engages people in their own care, makes them more likely to participate in the program, and ultimately helps them reach their health goals.

### Inspired to Make Positive Changes

You can see the difference in the faces and the words of the people who visit our clinics. We give them the information, support, and tools they need to understand their health, and then inspire them to accept responsibility for their own health and healthcare.

### Better Healthcare for the Long Haul

It's no accident that we named our company Marathon Health. Making lifestyle changes—like losing weight, getting active, or quitting smoking—is a long process. It takes training and perseverance. It takes dedication and coaching. It takes courage. It takes the will to do something that at times can seem impossible. But in the end, it's worth it. The hard work pays off and the pride shows in the faces of every person involved.



# LOVE

KATHY LOVES HER JOB. SHE'S **A CLINICIAN** WHO WORKS IN ONE OF OUR ONSITE CLINICS. KATHY'S BEEN IN HEALTHCARE FOR A WHILE NOW. WE THINK SHE'S GOT A PRETTY GOOD PERSPECTIVE, SO WE ALWAYS LISTEN WHEN SHE TALKS.

"I LOVE THIS JOB," SHE SAYS. "I'M A LITTLE UPSET THAT IT TOOK ME THIS LONG TO FIND IT, BUT ON THE OTHER HAND, I'M EXCITED THAT IT'S THE BEST THING THAT I'LL DO IN MY CAREER."

WHY DOES KATHY LOVE HER JOB SO MUCH? HER RECENT E-MAIL ABOUT A WEIGHT LOSS PROGRAM SHE INSTITUTED IS TELLING:

*Hi all,*

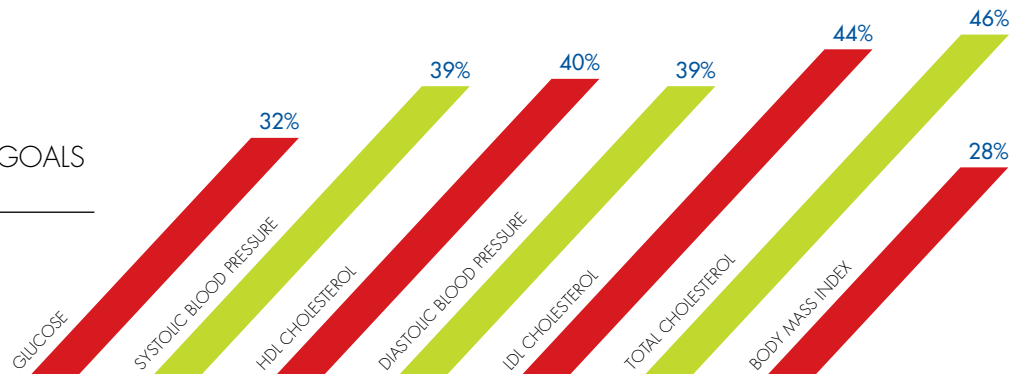
*Results are in and I am really excited about what is happening. The numbers speak for themselves. Forty-two of the 53 people who participated in the 12-week weight loss group lost weight. They lost a combined total of 554.4 pounds, averaging 13.2 pounds a person. Almost everyone is exercising regularly.*

*There are many great individual stories, but one that really stands out is a 52-year-old lady who started the weight control group in early January and at the same time started working with me to quit smoking. She has lost 6.6% of her body weight AND has been smoke free for more than three months.*

*Not bad news for a rainy Friday,  
Kathy*

SAMPLE COMPANY,  
PROGRESS TOWARD BIOMETRIC GOALS  
ACTUAL RESULTS OVER 18-MONTH TIME SPAN

% of Patients Who Made Progress  
Toward Normal Range



## THE REASON THEY GOT INTO MEDICINE IN THE FIRST PLACE

At the heart of each Marathon Health onsite clinic is someone like Kathy. When you meet these medical professionals, it's clear that they're doing exactly the kind of job they were meant to do. This job isn't like those in the regular healthcare system, where caregivers are pressed to see as many people as possible. Our clinicians have the time and skills to form close relationships with the people they treat.

Marathon Health believes that a happy caregiver is essential to a successful worksite healthcare clinic. We select people who will be a good cultural fit for the company they're serving. Our model enables them to practice the kind of medicine that inspired them to get into the field in the first place. As one of our Minneapolis clinicians likes to say, "It makes practicing medicine a great joy. Coming here was definitely the right decision. I can do what I love to do and really impact people. The difference is incredible. We take good care of their medical concerns, sure, but we also care about the whole person. And that's some of the best feedback I've gotten: 'Thanks for caring for my daughter and for caring *about* my daughter.' It's what we do."

### Caring for the Whole Person

We know that people are more complex than a list of symptoms. Everybody has a unique set of physical characteristics, activities, motivations, emotions, social interactions, and history that

combine to form a bigger picture of the person's overall health. That's why our clinicians take a holistic approach to care and look at how all of these separate parts come together to influence someone's habits and lifestyles.

Each time a Marathon Health clinician works with an employee, the clinician focuses on providing specific action-oriented solutions for the employee's unique situation. Clinicians find out what improvements a person would like to make, and they help identify what's causing the problem in the first place. They look at how ready he or she is to make changes. Marathon Health's approach puts the possibility for positive change in the employee's hands, with coaching and support along the way to help make good health decisions.

### More Care, Less Money

Convenient access to high-quality care and the relationship that develops between clinician and patient are the reasons Marathon Health clinics are so successful. Of course, we treat the immediate symptoms, but the real value in our approach is the way we take a holistic view and identify the root causes of the symptoms we see. The benefit, aside from a happier and healthier workforce, is a dramatic reduction in the risk profile of each company's population, and that comes with a proven reduction in long-term healthcare costs. What's not to love about that?

# COURAGE



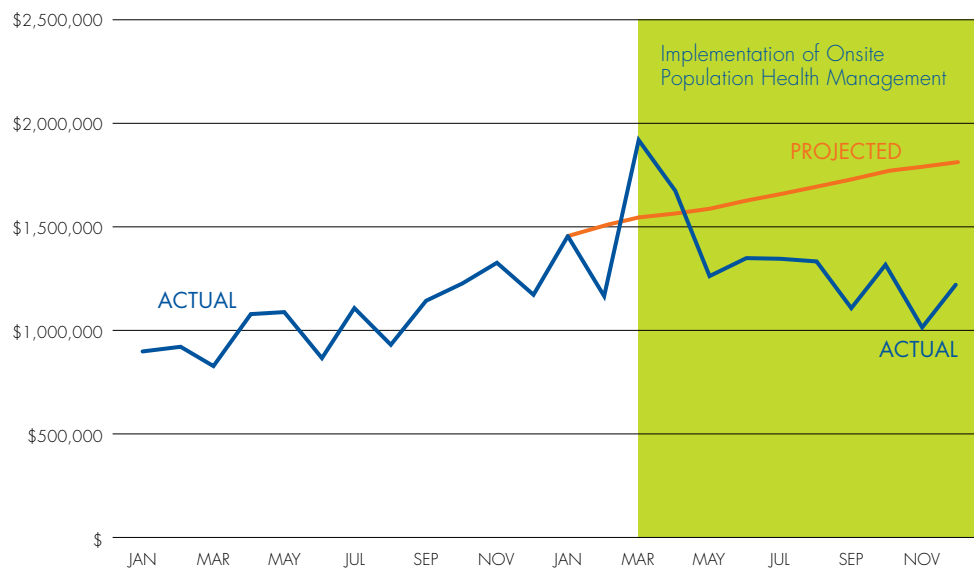
IT TAKES COURAGE TO DO SOMETHING DIFFERENT. THAT'S WHAT JOHN FOUND OUT. JOHN IS **THE DIRECTOR OF HUMAN RESOURCES** AT A LARGE MANUFACTURER WITH PLANTS ACROSS THE U.S. HE LOOKED AT THE AMOUNT OF MONEY HIS COMPANY WAS SPENDING ON HEALTHCARE, AS WELL AS WHAT THEY HAD DONE TO LOWER COSTS. HE REALIZED THAT THE CURRENT MODEL COULDN'T BE SQUEEZED ANY MORE. HE WAS ALSO TIRED OF TAKING THINGS AWAY FROM HIS EMPLOYEES TO SAVE MONEY. IT WAS CLEAR HE NEEDED TO DO SOMETHING DIFFERENT.

John decided to move to a new healthcare strategy, one that was based on identifying and eliminating risk. He worked from a few simple assumptions: That changes in cost follow changes in risk. That people with lower risk cost less to care for, and people with more risk cost more. That active risk management can influence risk over time. And finally, that engaging his employees would improve the overall performance of his business.

Simple concepts? Not really. This kind of change took courage. It took courage for John to convince company leadership. It took courage to tell employees about their shared responsibility for their own health. And it even took a little courage to hire Marathon Health, a company with a different perspective on healthcare. But because of a shared healthcare philosophy, John knew it was the right match.

John's courage has paid off for him and for his company. The company reduced its risk profile by 11.8%, saving \$513,936 in the first year alone. If you ask him, he'll tell you that a little courage goes a long way.

SAMPLE COMPANY  
ACTUAL VS. PROJECTED  
PAID CLAIMS  
ACTUAL RESULTS OVER 24-MONTH PERIOD



### A BENEFIT YOU CAN BE PROUD TO OFFER

John's not alone. We hear it all the time. Employers are frustrated with the inability to control healthcare costs and feel like they've exhausted all their options. It's no wonder that progressive executives and human resources leaders are looking for something bold and different, something that also sends a positive message to their employees.

The benefits of working with Marathon Health are clear. Finally, human resources professionals and corporate executives can positively impact their bottom line and the lives of their employees. Employees get convenient access to quality healthcare. It improves their health and quality of life. Our clinicians can identify serious health problems sooner, which eliminates costly claims down the road. We help reduce overall healthcare costs and utilization. And we help companies boost productivity while enhancing employee recruitment, retention, and satisfaction. When you look at it like that, there's really no risk at all. You'll be proud you could give something back to your employees.

#### Full-Service Onsite Personalized Care Centers

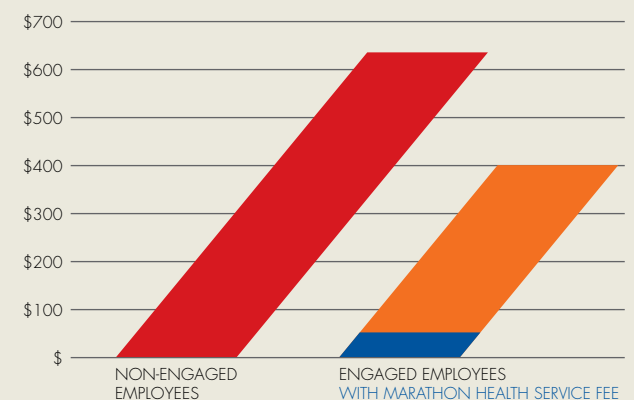
Marathon Health offers full-service implementation, staffing, and management capabilities for onsite health clinics, including primary and acute care, occupational health, clinical assessments, health coaching, disease management, and wellness services. And although other companies may offer some of the same services, no one else approaches healthcare like Marathon Health. A senior executive at one of our customers puts it well: "We wanted to provide *healthcare*, not medical care." Hiring Marathon Health helped that company completely change its health benefits model and the results have paid off—employees are healthier, and healthcare cost trends have stabilized.

### Reduced Risk, Guaranteed Reward

Our approach improves the health of your workforce and reduces healthcare costs for your company. How much? We can give you an idea before you begin.

Our proprietary ROI model analyzes your actual medical claims data from the past two years, including hospital and physician utilization. First, we isolate the costs related to the conditions and health problems we can treat at the clinic. Then we project costs and identify how much money your company can save with Marathon Health.

TOTAL HEALTHCARE SPENDING  
PER MEMBER PER MONTH OVER 18 MONTHS



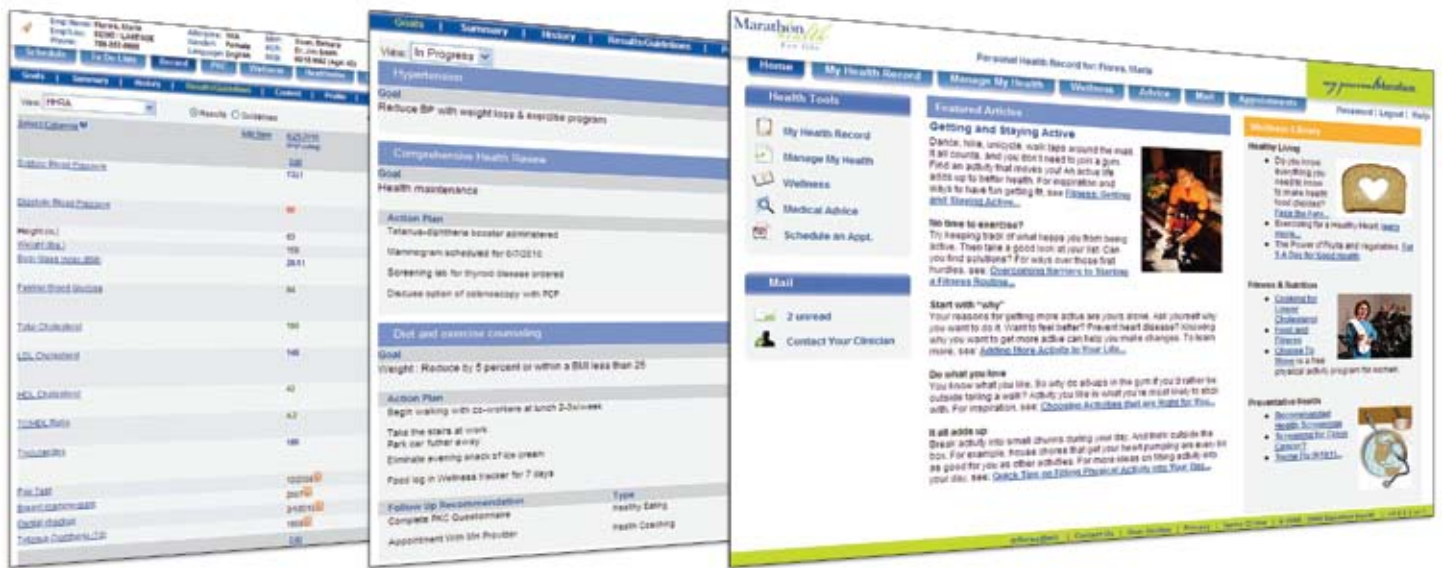
By reducing the number of employees who have health risks while also managing the conditions of those who are chronically ill, your company can achieve healthcare savings with the potential to triple the return on your investment over three years.



# CARING

**MARATHON HEALTH** PROVIDES INTEGRATED PRIMARY CARE, OCCUPATIONAL HEALTH, HEALTH ASSESSMENT, RISK REDUCTION COACHING, AND DISEASE MANAGEMENT SERVICES. OUR STRATEGY IS SUPPORTED BY A HIPAA-COMPLIANT TECHNOLOGY PLATFORM THAT INCLUDES EVIDENCE-BASED HEALTH PROTOCOLS, A PERSONAL HEALTH RECORD, AN ELECTRONIC MEDICAL RECORD, MEDICAL CONTENT, AND A CLINICAL MANAGEMENT SYSTEM THAT SERVES AS A DATA REPOSITORY FOR EMPLOYEE HEALTH INFORMATION.

THE MARATHON HEALTH ONSITE HEALTHCARE MODEL IS A TOTAL POPULATION APPROACH THAT KEEPS THE HEALTHY PEOPLE HEALTHY AND TARGETS MEDIUM- AND HIGH-RISK INDIVIDUALS FOR EARLY INTERVENTION. MARATHON HEALTH IMPROVES THE HEALTH STATUS OF YOUR EMPLOYEES AND REDUCES YOUR COMPANY'S HEALTHCARE COSTS.



## INTEGRATED CORPORATE HEALTH SERVICES

To care for employees, and their spouses and dependents, Marathon Health has developed a fully integrated solution that includes:

- + **PRIMARY AND URGENT CARE:** annual exams, routine illness and injury care, vaccines and immunology, specialist and hospital referrals, emergency response, and non-work related urgent care
- + **PREVENTION:** health risk assessments, health information and management, health screenings, and risk reduction coaching
- + **HEALTH MAINTENANCE:** blood-pressure checks, weight management, stress management, and fitness and nutrition coaching
- + **DISEASE AND LIFESTYLE MANAGEMENT:** heart disease, asthma, chronic obstructive pulmonary disease (COPD), depression, diabetes, high blood pressure, low back pain, allergies, smoking cessation, obesity, and stress management
- + **OCCUPATIONAL HEALTH:** first report of injury, employment physicals, drug screenings, return to work, travel medicine, audiometric testing, OSHA 300 logs, respiratory fit testing, pulmonary function testing, and fit for duty evaluations
- + **PHARMACY:** pre-packaged medication dispensing, e-prescribing, medication management, drug utilization review
- + **TECHNOLOGY:** a Health Engagement System™ that features our eHealth Portal, a personal health record, an electronic medical record, evidence-based decision support tools, consumer health content, and data warehousing

### Return on Investment

Marathon Health has standard guidelines for measuring the impact and savings of its programs. We begin with a review of your claims, biometric screening results, and health risk assessment

data. This analysis becomes the baseline for your employee population's health status. After 12 months, we reassess the population. We document how many individuals previously outside the normal range have made progress on key health risk measures such as blood pressure, lipids, body mass index, blood sugar, and tobacco use. We also measure how many individuals with chronic disease are at the standard of care for their conditions (e.g. diabetes, asthma, heart disease, COPD).

Marathon Health clinics save money by:

1. Redirecting care from physicians' offices, emergency departments, and urgent care centers to an onsite health center
2. Dispensing medications at discounts greater than those available through the PBM
3. Reducing utilization of specialty care, hospital care, and prescriptions
4. Reducing absenteeism and boosting productivity by improving the health status of the overall employee population

Our experience shows a 3:1 return on investment for hard-dollar savings (care and medication), and up to a 6:1 return on investment for soft-dollar measures (absenteeism, presenteeism, saved time away from work).

## READY FOR A CHANGE?

If you'd like to find out more about how we can help your company, please visit [www.marathon-health.com](http://www.marathon-health.com) or contact one of our customer representatives at 802.857.0400. We can guarantee you'll be glad you did.

# THANKS



THERE'S ANOTHER EMOTION YOU OFTEN SEE WHEN COMPANIES PUT MARATHON HEALTH TO WORK IN SERVICE OF THEIR EMPLOYEES: GRATITUDE.

Employees are grateful that someone took the time and cared enough to help them improve their health. The clinicians who care for them are grateful for the chance to practice meaningful and effective healthcare. The executives and human resources professionals who hire Marathon Health are grateful for the proven cost savings and the happier, healthier workforce.

And we at Marathon Health are grateful too, because yet another customer has trusted us with this critical relationship as we reshape the world of healthcare.