

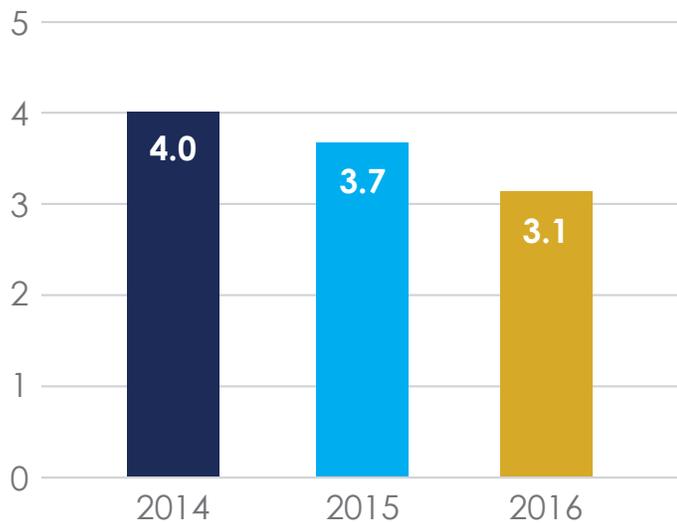


## illuma Care Connections: An Up Close Look at Eye Health And Why Health Plans Need to Focus on It.

Almost 30 million people in the United States struggle with diabetes – and each one of them is at risk for developing eye disease. About 45 percent of diabetic patients eventually develop this unwanted complication. Many live with severe vision loss or even blindness, according to the Institutes of Health.

### Staying on top of eye health is key.

Consider the following: Diabetic retinal exams, which are often used to confirm a diagnosis, are one of the lowest performing HEDIS measures and the STAR rating has been falling for several years – going from 4.0 in 2014 to 3.7 in 2015 and just 3.1 in 2016. The financial fallout can be substantial.

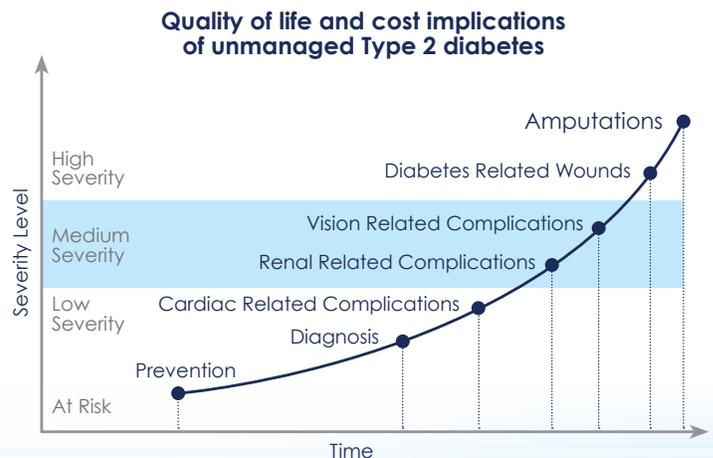


Getting members and providers to take action, however, is not easy. Health plan members typically don't realize eye exams are covered under medical insurance, operating under the erroneous assumption that vision insurance is necessary. Adding to the confusion, many vision providers typically bill vision insurance carriers, so no medical claim is generated.

### Health plans can positively intervene?

That's where Illuma Care Connections can help. We make it easy for health plans to proactively address the eye health of members. We conduct outreach to ensure member compliance with their annual diabetic eye exam, improving HEDIS scores and STAR ratings. Instead of working with primary care physicians – who are overtaxed with “normal” care delivery – we tap into vision care providers, optometrists and ophthalmologists who can help members move toward improved vision.

### Moving beyond treatment to improve health via lifestyle management creates tremendous value.



**Cost (PMPM) \$1,852**



**Here's how it is done:**



1. Work with you to identify and target your diabetic members



2. Reach out to your diabetic member population via phone, email or text to schedule those all-important annual eye exams



3. Connect with vision providers following the exam to ensure that the proper claim filing and clinical documentation is captured



4. Collect and forward clinical documentation



5. Close care gaps by confirming diagnoses for diabetic members

Working together, illuma can ensure that your members are getting the vision care they need. With illuma, member engagement typically runs about **48 percent** and care gaps are closed of a rate of **6-8 percent** per month.

**The result:** We work with health plans to ensure that diabetes patients get the vision care they need to improve their quality of life.

**A mission whose end is now in sight.**



**8%**  
gaps closed per month

**Sample 500,000 Member ACA Population - Risk Adjustment**

Diabetic Population  
9% or 45,000

No Annual  
Diagnosis on File  
Diabetic Population  
50% or 22,500

illuma Average  
Engagement  
Per Month  
8% or 1,800

Average Risk  
Adjustment  
Premium Payment  
\$1,000

Total Income  
to Health Plan  
1,800 x \$1,000  
= \$1,800,000

