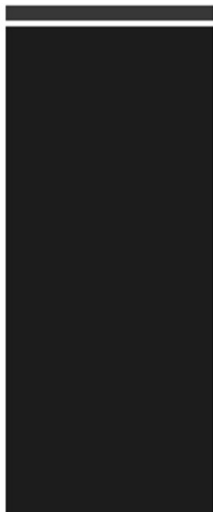


AMERICA'S  
PHYSICIAN  
GROUPS =



## Engaging Patients in their Health Outcomes

Ryan Faulkner  
Chief Strategy Officer  
Brown & Toland Physicians

Proprietary

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At Brown & Toland Physicians, Patient Engagement is supported by two key principles...

1. Being a Brown & Toland member means you are a part of a community of interdependent physicians providing the best care to patients and families across the Bay Area

**Independent doctors know  
you like family.**

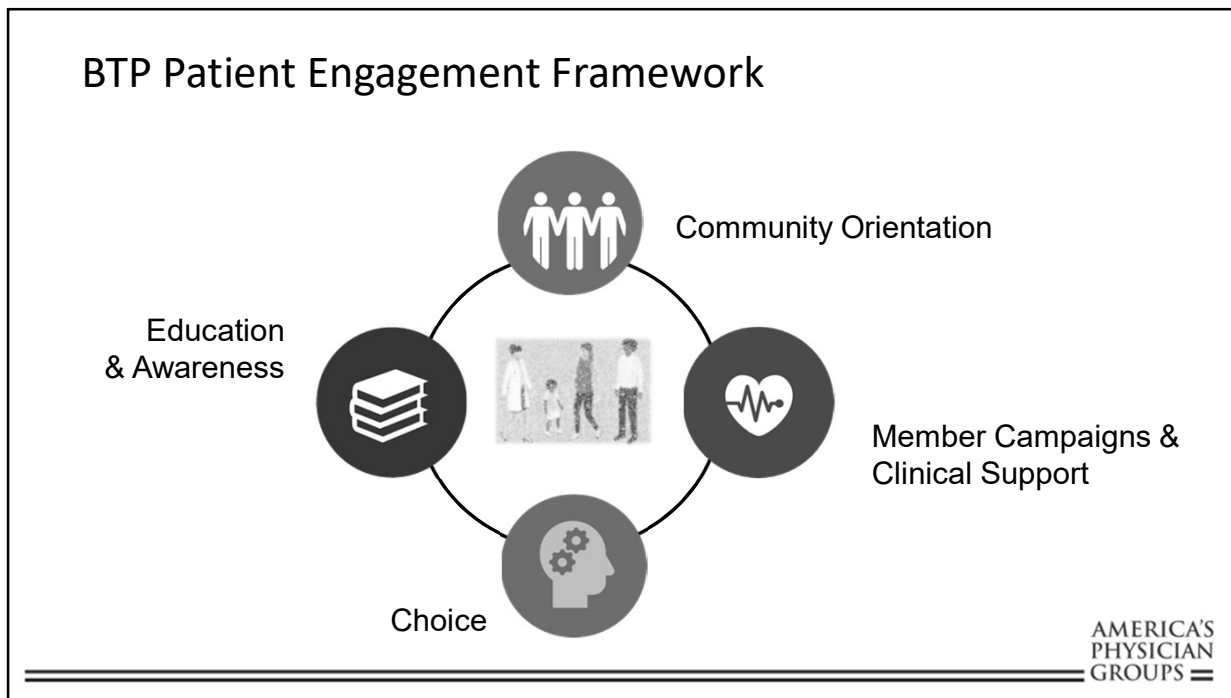
[brownandtoland.com](http://brownandtoland.com)



2. Engaged & aligned physicians...provide the best clinical outcomes, the most cost effective care, and the best patient experience

AMERICA'S  
PHYSICIAN  
GROUPS =

2



3

**BROWN & TOLAND  
PHYSICIANS**

## Community Orientation

Building a Healthcare Ecosystem Unrivaled within the Region

Happy, engaged  
**Members**

Financially-stable, connected  
**Physicians**

**A Market with:**

- Increased membership
- Improved risk profile
- Lower premiums

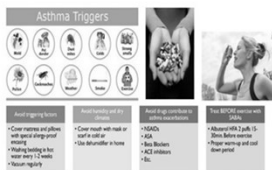
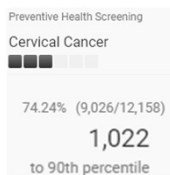
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## Member Campaigns & Clinical Support

- Payers report **reduction in medical costs** as a result of their member outreach care strategies
- 64% of payers report **improvements in provider relationships** and 73% report **patient engagement improved**



- Blood glucose targets for non-pregnant adults
  - A1c < 7%
  - Fasting: 80 - 130 mg/dL
  - Postprandial: < 180 mg/dL
- Less stringent glycemic target may be appropriate and may be individualized
  - A1c < 8%
    - History of hypoglycemia, limited life expectancy, advanced microvascular or macrovascular complications, extensive comorbidity, or long-standing diabetes in whom the goal is difficult to achieve despite being on optimal diabetes treatment



5

## Membership Campaigns & Clinical Support (cont)

### Physician & Patient at the Center of Care



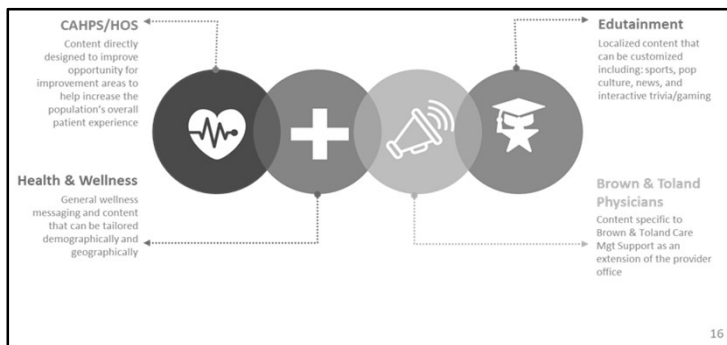
Engage and develop a network of providers, practice staff, ancillary providers, social services, and broader Bay Area healthcare professionals to support our members.



6

## Education & Awareness

*Supporting patient education through community health fairs, engaged partners (i.e., AHA), in-clinic education, patient support tools, and community outreach*



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## Choice

**1 Access to care when and where you need it**  
*Broad network of high performing providers at every level of care*

- **Network strategy**
- 2,500+ board certified physicians in 6 counties
- 23 in-network hospitals
- 22 urgent care locations
- Centers of Excellence
- Premier Care Programs
- ASCs

**3 Deliver consistent, positive patient experiences**  
*Setting the bar. Best practices will cascade throughout the network building more high performers*

- **Engaged patients**
- Consistent high standards across providers
- Employed physician model
- Coordinated and collaborative care
- Access – care when and where you need it

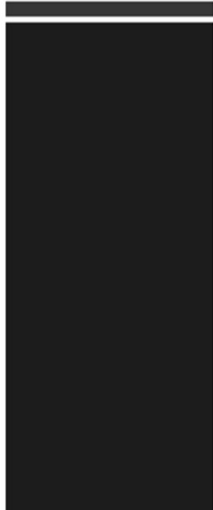
**2 Optimize and transform care delivery through technology**

*Focus on access and convenience to create differentiated and improved patient experience; cultivate brand loyalty*

- **Digital health**
- Patient portal
- Physician-led care teams
- Mobile apps
- e-tools

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AMERICA'S  
PHYSICIAN  
GROUPS =



## Discussion/Questions

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