



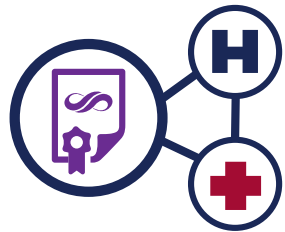
DEAN DELIVERS

Insurance with

# Integrity

# Your best interest is our top interest.

Dean Health Plan, a member of SSM Health, believes that health insurance should be simple, smart and support your business' needs. That is why we take a straight-forward approach. We help you take control of your business and get more value for your health care dollar by taking the guesswork out of your insurance plan. Our integrated model and guiding care principles are our top interests because they serve your business' best interest.



## Integrated Insurance Model

Dean Health Plan is one of the largest integrated health care delivery systems in the country. This true collaboration between health care experts, hospital partners and insurance providers results in an exceptional and personalized experience for our members and patients.



## Preventive Care Focus

Preventive care is in our DNA. That's why we support and encourage your employees in getting vital screenings and care. Plus, our network providers take it one step further by delivering timely, preventive care. After all, the best way to remain healthy is to prevent sickness in the first place.



## Population Health Strategies

Our health intervention strategies are designed to engage your employees, manage their health and improve overall health care quality. The result? Better health outcomes at a lower cost for your team and more value for your business' health care dollar.



Visit [deancare.com](http://deancare.com) for more information about our comprehensive provider network and to learn more about employer group plans.

# Your neighbors just down the road.

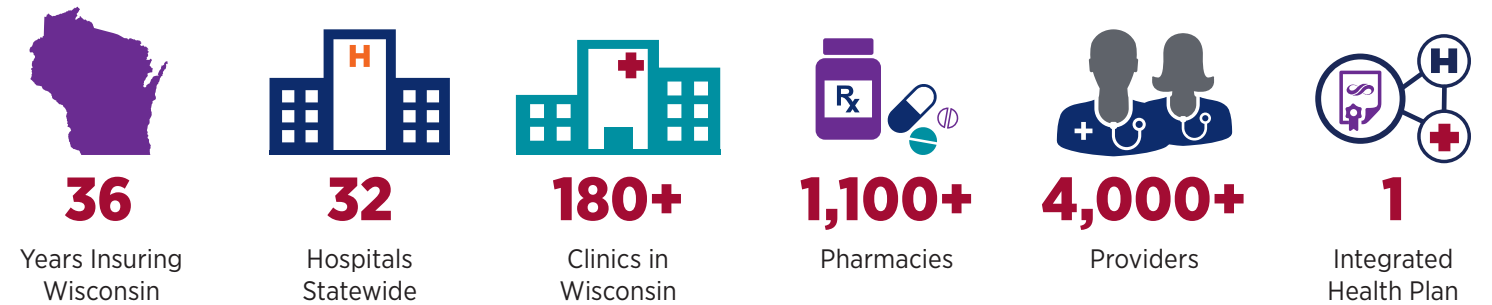
Just like you and your organization, our employees live and work in the communities we serve. We understand this community because we are this community. Our philanthropy is at the core of our values, allowing us to be your privileged partner delivering insurance with integrity.

In 2018, our Dean Health Plan and SSM Health employees:

- SSM Health provided over **\$14 million** in Community benefits in 2018
- Donated **90,880** meals for Second Harvest during NBC15's Share Your Holidays to Eliminate Hunger
- Supported the Triangle Neighborhood mobile food pantry by providing **874** hours of service, helping more than **1,900** community members receive food
- SSM Health served more than **59,600** community members across the Wisconsin Region
- Our medical staff logged **9,435** hours coordinating the Vaccines For Children program in Wisconsin

# Convenient access right in your backyard.

Whether you call us, visit us online or in person, you'll be working with someone who knows what you need. You can rest assured that wherever you are in southern Wisconsin, our trusted doctors, hospitals and clinics are right in your neighborhood.



Simply put, we offer one the **largest** networks in the region. Our network provides health care access to more than **400,000** members.



# Straight-forward approach to insurance.

Take control of your business and get more value for your health care dollar.



## Flexible Plan Designs

From traditional HMO plans and Smart Plans to self-funded options and everything in between, you'll be sure to find a plan to meet the needs of your business and those you care about most, your employees. We'll work with you and your budget to design the ideal plan.



## Workplace Wellness

Our health promotion professionals will partner with you to customize and administer a worksite wellness program designed to improve the overall health and wellbeing of your employees.



## Complex Case Management

Our care management services—which include case, utilization and disease management—can help guide your employees to the most appropriate and cost-effective method of care for their medical needs. This not only helps to keep your employees healthy, but also contains costs, resulting in more affordable health coverage for you and your employees.



## Cost Containment Strategies

Because SSM Health is an integrated delivery network, we offer effective care management and population health programs that result in higher quality, lower costs and better health outcomes.



## Online Tools

You'll have anytime access to secure self-service portals to view and manage your organization's health plan benefits. *DeanConnect* allows you to add or remove employees and check enrollment status.

# Dean works hard for your hard workers.

Be a winner with your employees and give them the insurance they want with the benefits they need.



## Convenient Access

With more than **4,000** providers, **180** clinics and **32** hospitals in south central Wisconsin, we offer one of the largest networks in the region.

## Powerful Tools

Your employees get access to MyChart and *DeanConnect*. These are online accounts designed to have a healthy impact on a members' wellness and their wallet.



## Preventive Services

We do more than pay the medical bill. At the heart of our preventive care philosophy is a promise that your team will get the support they need to remain healthy and prevent disease.

## Exceptional Support

When your employees have insurance questions or needs, our knowledgeable specialists are just a call or a click away. Plus, members get access to Dean On Call, our 24-hour nurse line.



## Member Rewards

Living Healthy, powered by WebMD, is our comprehensive wellness program that includes reward incentives for your employees' healthy activities.

## Out-of-Area Care

Both urgent and emergency care are covered by Dean Health Plan if the member is traveling and unable to return to the service area for immediate treatment when they have concerns.



We care about what you care about.

## Living Healthy Plus

Saving members and employers money while helping manage diabetes. **Living Healthy Plus** helps reduce or eliminate copays for certain office visits and medications to manage diabetes. Our goal is to help reduce the financial barriers to managing diabetes and help prevent complications from the disease\*.

\* Members who are insured through their employer group health plan (for groups with 51 or more employees)

# Dean delivers plans that fit your business.

Regardless of your company's size, the number of employees you have or where they're located, we have insurance options to fit you and your budget. Dean Health Plan offers the flexibility to build an insurance plan that suits the needs of your business.

## Funding Options

Which type of funding option is best for your company?



- Fully Funded
- Self-funded (100+ Subscribers)

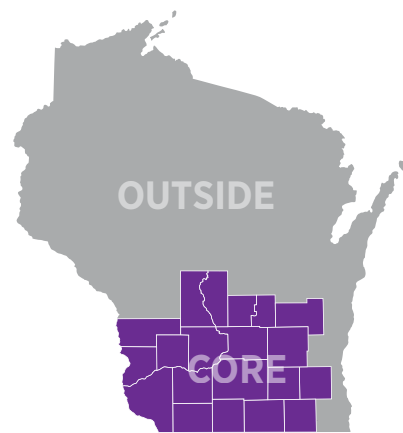
## Employee Residence

Where do your employees live?

Within **CORE SERVICE AREA**

**OUTSIDE** core service area

Outside of Wisconsin



## Plan Offerings

What options are most important to your organization?



Overall Plan Cost



Health Savings Accounts



Flexible Prescription Plans



Health Reimbursement Accounts



Employee Deductibles



Network Flexibility

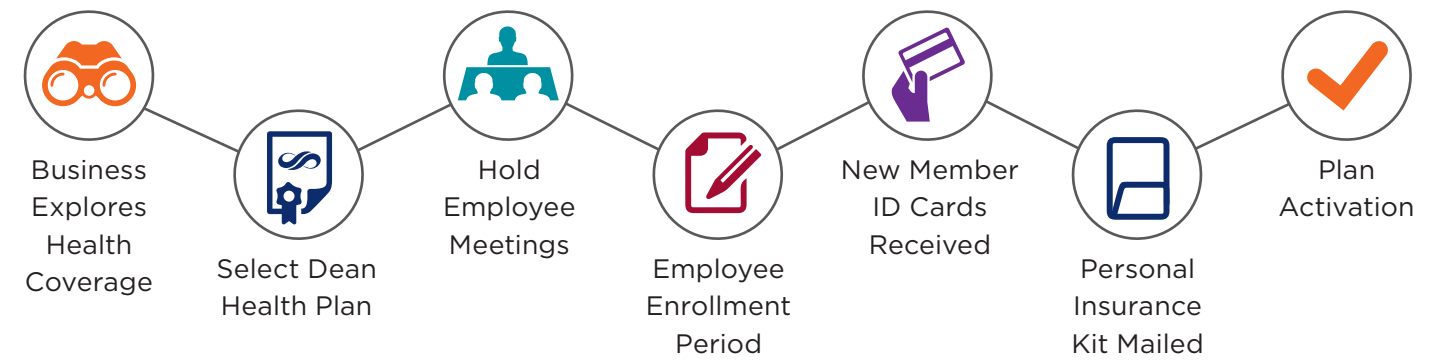


Contact your agent or Dean Health Plan sales representative today to customize your plan.

# The importance of first impressions.

We understand that switching care providers can be overwhelming to your employees. That's why we take great lengths to ensure your initial interactions with Dean go as seamlessly as possible. For starters, we mail your employees a Personal Insurance Kit (also known as a "Member Guide") at enrollment which introduces them to their new plan and health partner, Dean Health Plan. The kit:

- Provides details like where to find important member documents
- Explains where to go for primary, urgent and emergency care
- Defines common insurance terms and more



Members can also visit [deancare.com/newmember](https://deancare.com/newmember) for helpful information.

As a new partner with Dean Health Plan, our Sales and Client Services Team will support you with your organization's specific onboarding needs. We are able to have conversations with employees who may have additional health concerns and craft a unique plan ensuring they receive the best care possible.



Personal Insurance Kits are mailed to each of your employees' homes.

*\*ASO Plan members do not receive this kit*

## Smart Plans

Transparency and convenience in health care are important for you and your employees. **Dean's new Smart Plans** provide upfront cost transparency. We removed deductibles and coinsurance, so your employees know exactly what their medical visits and services will cost them.

When your employees reach their out-of-pocket maximum within the plan year, they don't pay anything else for in-network services for the rest of that plan year.

**No deductibles. No coinsurance. No nonsense.**

Learn more at [deancare.com/smartplans](https://deancare.com/smartplans)



# Dean delivers partnerships that last.



**1904**

Dr. Joseph Dean opens his first office above the B.B. Coyle Pharmacy at State & West Mifflin Streets in Madison, WI



**1912**

St. Mary's Hospital opens. It is staffed by eight sisters, four nurses and Dr. Joseph Dean



**1914**

Corydon Greenwood Dwight and Frederick Allison Davis join practice, forming Davis Duehr Eye Associates



**1915**

Dr. James Dean joins his older brother Joe's medical practice



**1926**

Dr. Joseph Dean is named the first chief of staff at St. Mary's Hospital



**1929**

Doctors Joseph and James P. Dean, along with Dr. Edwin Schneiders, form the Dean Corp.



**1963**

St. Clare Hospital opens after 35 patients move to the new hospital from St. Mary's Ringling Hospital



**1983**

Dean Health Plan creates its first member group—the State of WI



**1989**

The Surgery and Care Center opens next to St. Mary's Hospital and is jointly operated with Dean Clinic



**1995**

Davis Duehr partners with Dean Clinic



**1998**

The Dean & St. Mary's Neighborhood Asthma Clinic opens, providing quality screening, diagnosis and treatment of asthma to Madison's low-income communities



**1999**

Dean Health Plan begins participation in BadgerCare in the State of WI



**2001**

Wisconsin Integrated Information Technology and Telemedicine Systems (WIITTS) is created



**2003**

Dean Health Plan launches Navitus Health Solutions—a pharmacy benefit management company



**2005**

The Helping Hearts program, a venture of Dean & St. Mary's, provides private schools in Dane and Rock County with automated external defibrillators



**2010**

New Care Everywhere software allows patients to access medical records when visiting a different provider



**2012**

St. Mary's Janesville Hospital opens



**2012**

Dean Health Plan manages and underwrites Prevea360 Health Plan, serving northeastern WI



**2013**

Dean merges with SSM Health—one of the largest integrated health care delivery systems in the country



**FUTURE**

Dean Health Plan delivers insurance with integrity to your organization