

THE PPACA COMMUNICATIONS PORTAL

A turnkey solution to help get your plan members ready for 2014

Are you ready for 2014? Most employers aren't.

Adjudica is releasing a new version of its HealthSight Communications and Engagement Portal specifically configured to help prepare plan members for the impact of the Patient Protection and Affordable Care Act. The PPACA Portal:

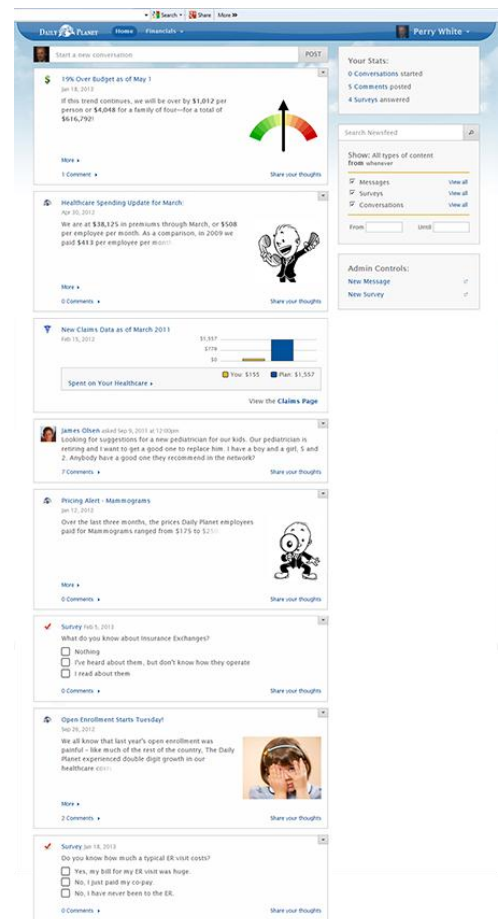
- Allows plan sponsors to begin getting information in front of members mid-year, instead of waiting until October.
- Breaks down information into smaller, digestible chunks that are put in front of members each week, instead of just handing them a thick pile of documents on October 1.
- Gets early adopters and thought leaders up to speed prior to open enrollment, helping to spread the word more favorably throughout the organization.
- This allows plan sponsors to tap into the most powerful engagement tool they have — the existing more active and positive plan members.
- **Eases the stress and uncertainty around healthcare reform that saps employee attention and productivity.**

Designed to be easy to implement and operate:

- Adjudica sets up and hosts the portal.
- If staff and employees can use Facebook, they can use the portal; a cost-effective tool that improves productivity.
- Operates parallel to existing communications systems, minimizing impact on staff.
- Can be accessed through the Internet or added to an existing Intranet or Portal
- Outbound email, printable posters and social networking to get members to the portal.
- Uses multiple psychological “hooks” to attract different kinds of personalities.
- Consultant/Broker/Payer version allows content to be developed once and then deployed to multiple clients.

Is reasonably priced:

- \$2,500 one-time setup fee, includes portal and assistance with message development.
- For consultants/brokers/payers, each client implementation is \$750 (after \$2,500 Master Instance setup).
- Nominal Per Member Per Month fee: \$0.50.
- Can be used just until open enrollment, or as an ongoing communications tool.



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