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The Power of Possibilities by Bill George, President and CEO



When I was growing up in Pittsburgh, I would take the street car to visit Forbes Field. The best seats in the house weren't behind home plate, or on the first or third base lines, but in the right field stands to watch #21 Roberto Clemente play baseball. Whether he was making a shoestring level catch or throwing someone out at the plate with a clothes-line peg from the right field wall, it was

thrilling to watch Roberto play ball. And if he caught the fly for the third out, you could count on Roberto throwing the ball into the stands for his fans. When he was up at bat, he would fly like the wind to beat out in-field singles. He never gave up. He gave it his best every time at bat or on the field. Soon, everyone, not just Pittsburghers, followed him with a passion.

He was a legend.

Health Partners is a lot like Roberto Clemente. When we first started over 22 years ago, we were a "new player in the league." We wanted to become known to everyone who lived in Philadelphia and needed a great health Plan. Thanks to you, Health Partners has proven itself. We are well-respected in our community and at the local, state and federal government levels. We have won a whole host of awards for the support we give to our neighborhoods and our workplace. Most importantly, we have a significant and stable following of trusting members who count on our unmatched performance in member satisfaction.

We've now reached the point in our Plan's career where we, like Roberto Clemente, want to become even better. We want to be the Plan that continuously hits a home run on improving our members' health, so they are able to live their lives to the fullest. We want to be better coaches to our physicians, who will also help to make this happen. And, we want to support YOU, our employees, in achieving these objectives.

To accomplish this, we've set the following goals:

- ◆ Meet and exceed profit margins as outlined in our budget by managing our administrative spending and ensuring that members seek and receive appropriate care on a timely basis in the best possible setting.
- ◆ Achieve #1 in Overall Member Satisfaction in Southeastern Pennsylvania for the third consecutive year.
- ◆ Meet and exceed claims processing timelines and accuracy targets while moving into full NPI implementation by the CMS-mandated deadline of May 23, 2007.
- ◆ Improve HEDIS and Quality Performance measures by collaborative focus on:
 - a. Diabetes (eye exams, A1C, cholesterol and urine studies)
 - b. Lead screening for children
 - c. Prenatal Care
 - d. Hypertension
 - e. Breast and cervical cancer screening
 - f. Adolescent well-child visits
 - g. The right asthma medications
- ◆ Creatively outreach to providers who care for our High Medical Needs (HMN) Program members—and the members themselves. Encouraging the doctor-patient relationship is key to helping HMN members with multiple chronic conditions that are potentially life-threatening.
- ◆ Continue Health Partners' commitment to decrease domestic and random violence through work with the Institute for Safe Families, Mothers In Charge and other local organizations.

As we move ahead, remember that our members believe in us. We're Philadelphia's hometown Health Plan. Like Roberto, we haven't forgotten where we came from.

We have the responsibility to create our own legend. In the next 22 years, there will be children who have grown up healthier because of us. Members and families who had equal access to healthcare in their greatest hour of need. The possibilities are endless.

Health Partners Takes a Stand for Healthy Pregnancy at March of Dimes WalkAmerica Event



Young Timmy Kelly, March of Dimes 2007 Kids Zone Honorary Chair (5th from left); his father Tim Kelly (4th from left); and his mother Eileen (2nd from right) are joined by Health Partners' (l-r) Kim Gorham, Helpline Representative, Provider Services; Kim Kadelski, Coordinator of Benefits Specialist, Enrollment, March of Dimes Team Lead; Honey McCloskey, Mailroom Clerk, Corporate Services; Abdul Pearson, Mailroom Clerk, Corporate Services; Ms. Roo; Terri Heavens, Vice President, Corporate Communications & Public Affairs; and Sissy McCauley, Mailroom Supervisor, Corporate Services. Timmy Kelly, who was born blind due to premature birth, sang the national anthem at this year's WalkAmerica event.

NBC 10 News Anchor, Tracy Davidson, WalkAmerica Honorary Chair; Ms. Roo; Kim Kadelski, Coordinator of Benefits Specialist, Enrollment, March of Dimes Team Lead; and Terri Heavens, Vice President, Corporate Communications & Public Affairs.





National Nurses Week May 6-12, 2007 "Nursing: A Profession and a Passion"

Next week, Health Partners will celebrate the valuable contributions our nurses make in ensuring the healthcare needs of our members are always met.

Please take time to let our nurses know how much they are appreciated.

HP offers lifesaving course to employees

The Safety and Security Committee recently sponsored an **on-campus** cardiopulmonary resuscitation (CPR) and automatic external defibrillator (AED) certification class to provide employees with basic lifesaving skills. "The idea is that those who take the class will also sign up for a volunteer list of certified CPR/AED users in case of an emergency," says Scott Binder, Director, Corporate Services.

CPR/AED classes are offered periodically and costs are fully covered by HP's Safety and Security committee. Sessions are taught by certified independent instructors recommended by Cardiac Science, the company who sold Health Partners our AED units located on the 4th and 5th floors. "These devices can literally bring a person who is legally dead, back to life," says Binder. "The more people who know how to use them, the better."

If you are interested in attending a future CPR/AED class, or have any recommendations for other safety and security related training sessions, please call Scott Binder, Director, Corporate Services, at ext. 4024, or co-chair Mary Caulder, Manager, Human Resources, at ext. 4050.

In the News...

An article about Health Partners' Kick Butts Day activities was included in the March 29 to April 4 issue of *Impacto* newspaper.

An announcement about the decision made by Health Partners' Board of Director's to name Bill George the permanent president and CEO was included in the April 23 issue of *Modern Healthcare Magazine*.

A photo of Judy Harrington, Senior Vice President, Business Development, City Councilwoman at large, Blondell Reynolds Brown and Eileen Brown, Executive Director of Grands as Parents, was featured on the front page of the April 27 issue of *Scoop USA*, online and print versions.

Help Blow the Whistle on Asthma This Week!



The Philadelphia Asthma Walk is this Saturday, May 5 and we need your help. Don't forget to sponsor one of our walkers. Every dollar you donate will help a child with asthma breathe easier. To sponsor a walker, either give the money directly or visit our team site at <http://www.mrsnv.com/evt/e01/team.jsp?id=1242&tid=763>. Money can be handed in anytime during the month of May, so you can pledge now and pay later.

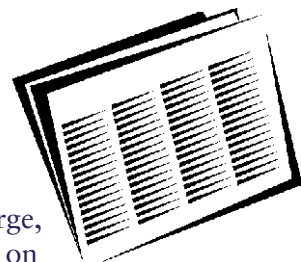
HP Walkers

Peggy Butterworth	Correne Thomas
Grace Butterworth	Jennifer Goodwin
Paula Cathey	Priscilla Giammarco
Tania James	Vonda Pearson

Upcoming Asthma Walk events:

- ◆ Philadelphia Asthma Walk - Saturday, May 5, 9:00 a.m., at Penn's Landing
- ◆ Mother's Day Shopping Extravaganza - Thursday, May 10, 12:00 p.m.-2:00 p.m., in the Schuylkill Conference Center
- ◆ Donate a Mug with Goodies Campaign - Mugs will be raffled off at the Mother's Day event on May 10, \$1 per raffle ticket. Submit mugs by May 9.
- ◆ "Blow the Whistle on Asthma" – paper (and real) whistles on sale Fridays at the 5th Floor Front Desk, May 4 through May 25. Paper whistles will be posted in Café del Sol.
- ◆ 50/50 – Fridays, 5/4, 5/11, 5/18 & 5/25
- ◆ Raffle for Philadelphia Soul Tickets, \$5 each. Two winners will receive a pair of tickets. Sale begins 5/7/07 and drawing will be held at the Mother's Day event on May 10. The game is on 5/14/07 at 7:30 p.m.

For more information about any of the upcoming activities or to volunteer or sign up for the walk, please contact Peggy Butterworth, Health Care Data Analyst, at ext. 4369.



HP's Galina Zubkova becomes U.S. Citizen



Born and raised in Russia, HP's Galina Zubkova, Actuarial Associate, Actuarial Services is one of the United State's newest citizens.

On April 26, 2007, Galina Zubkova, Actuarial Associate, Actuarial Services, became a United States citizen. Born in St. Petersburg, Russia, Galina's parents moved to the heart of Russia's Ural Mountains, where they worked for 20 years at a scientific institute. Galina was born in the mountains and then moved with her family back to St. Petersburg when she was 16.

A graduate of St. Petersburg University with a major in physics, Galina worked as a scientific researcher for some time, before changing careers and going into IT with application to the healthcare industry. In 1999 Galina, her husband, Leonid and their daughter Sofia came to the U.S.

"Since I have been here for the past eight years, I consider the United States my home," says Galina. "I found here new opportunities and new friends."

To apply for U.S. citizenship one must live in the country for at least five years and then pass a citizenship exam. The exam tests the ability to speak and understand English and tests knowledge of American history and political structure. The process for Galina beginning with the initial application, has taken three years. "I am very proud to finally become a citizen," says Galina.

Galina's husband is a physicist, working at Drexel University and their daughter is a sophomore at the University of Pennsylvania's Wharton School. While now officially Americans, the Zubkovas gladly share their Russian culture with their American-born friends. The family's bilingual Boston terrier, Liza can now say and understand, "Gof!" ("Woof" in Russian).

Health Partners Foundation Perfect Attendance Students Learn Vital Business Skills

Last week, the Bellevue Communications Group hosted six Perfect Attendance Program students who were chosen from Dobbins, Edison and Norristown Area high school, to participate in a presentation skills workshop. The objective of the workshop was to prepare these students for a peer-to-peer presentation at the Be There! Achievers Perfect Attendance year end ceremony, to be held on May 21, at the National Liberty Museum. Bellevue Communications is one of Health Partners Foundation's newest partners for Be There! This collaborative effort provided a platform for what we anticipate will be the first in a series of life-long learning experiences for students.



Susan Buehler, vice President, Bellevue Communications, teaches HPF Perfect Attendance awardees the art of public speaking, a valuable skill they'll use the rest of their lives.

Elephants From Philly's Zoo Head to New Home

Three of Philadelphia's favorite plus-sized residents will soon be hittin' the highway. Due to a lack of adequate space, Petal, Bette and Kallie, the Philadelphia Zoo's three African elephants will likely be heading out of state. How far out, is yet to be determined. The too-many-ton trio was originally scheduled to go to the Maryland Zoo in Baltimore, but the plans fell through. Now, they are headed to the Pittsburg Zoo's International Conservation Center in southwest Pennsylvania.

Now that spring is here and the weather is nice, be sure to get to the zoo and give these magnificent creatures a proper sendoff.