

EXHIBIT G

DMC Path to Health 2016 Summary



DMC Path to Health 2016 Summary

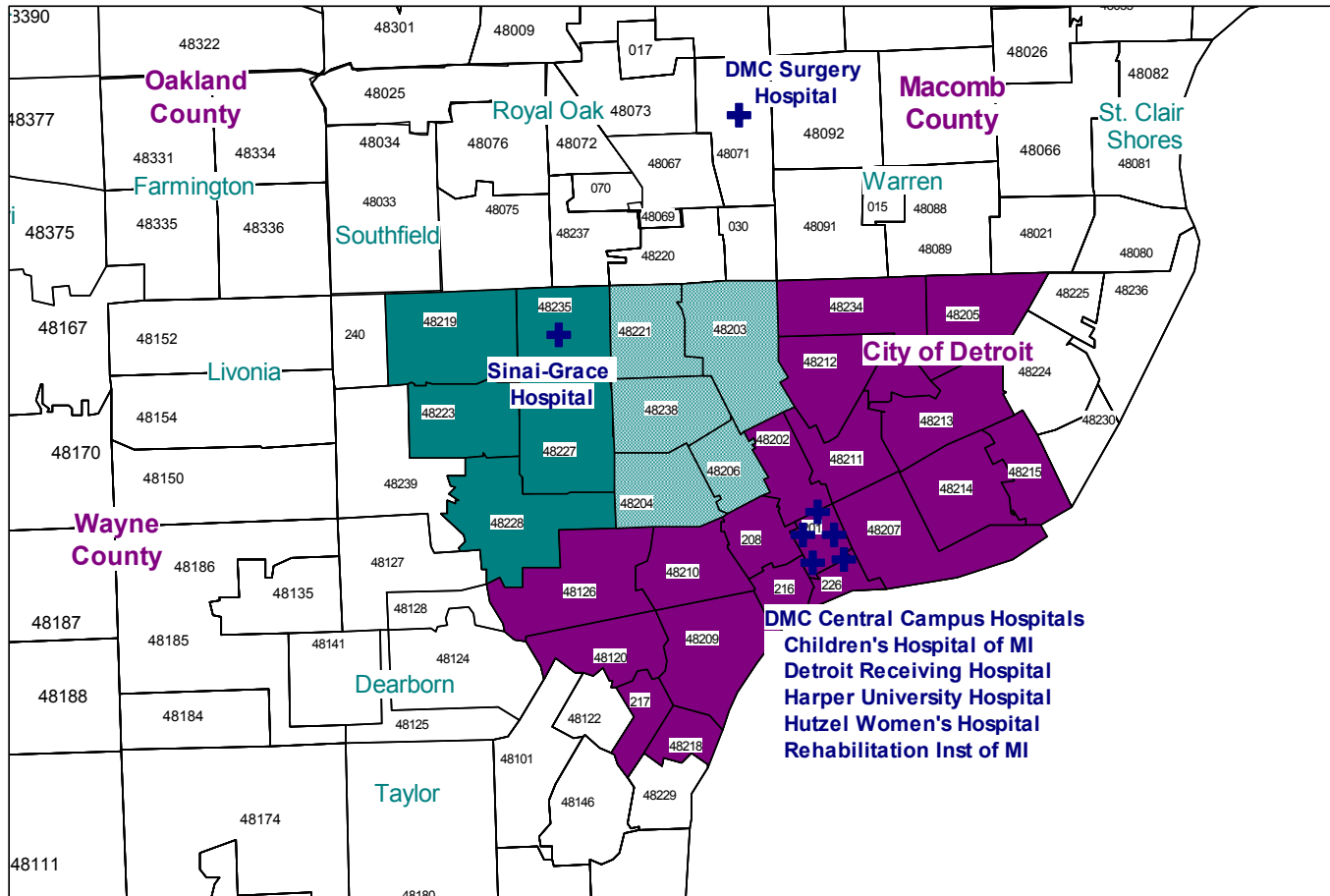
Where We Started
What We Achieved
Where We Are Going






DMC Leading. *Health.* Care.
Detroit Medical Center

DMC Path to Health Campaign

Where We Started

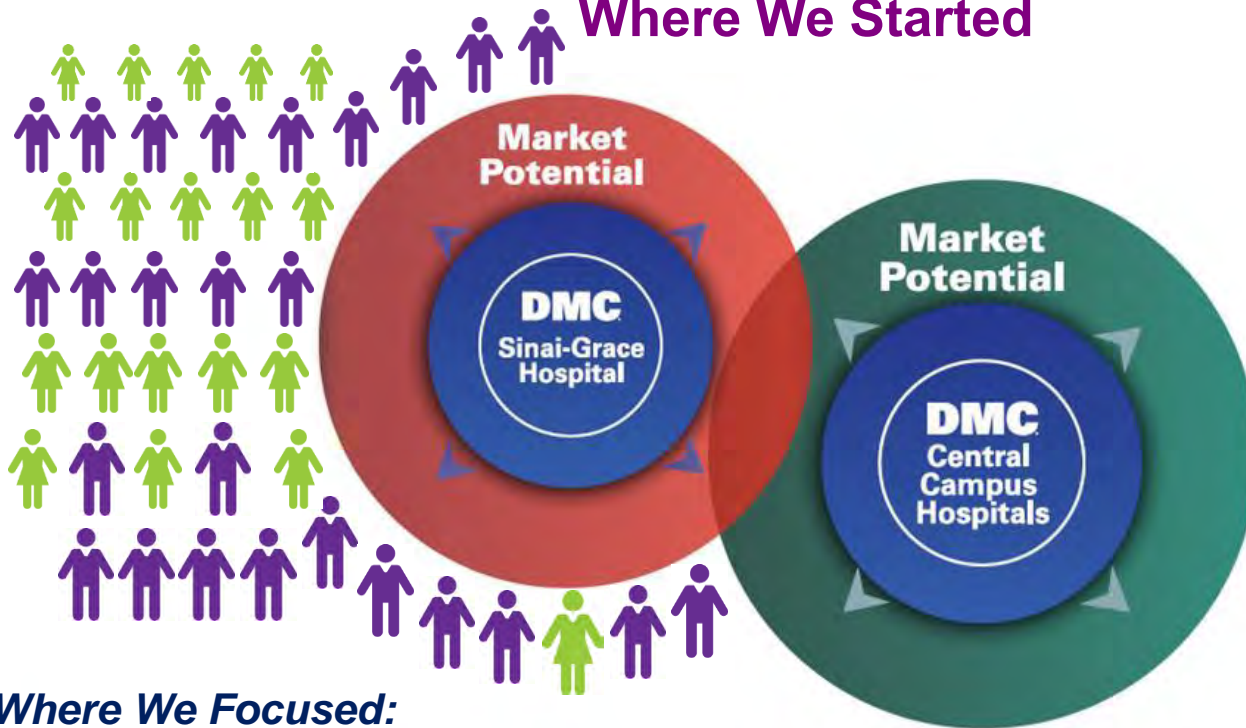


-  Shaded Area Represents a 5 Mile Radius Surrounding the Central Campus Hospitals
-  Shaded Area Represents Sinai-Grace Hospital's Primary and Secondary Service Area (where 80% of their inpatient volume comes from).
-  Shaded Area Represents Overlapping Zip Codes between Central Campus Service Area and Sinai-Grace Service Area.

(Cities include Detroit, Dearborn, Hamtramck, Highland Park and River Rouge).

DMC Path to Health Campaign

Where We Started



Where We Focused:

01 DMC Patient Touch Points

- ▶ **DMC ER**
- ▶ **DMC Health Access Center**
- ▶ **DMC.org Web/ Pathway to Health**
- ▶ **DMC Physicians**

02 Patient Targeting Opportunities

- ▶ **DMC ER**
- ▶ **DMC Call Center**
- ▶ **DMC Physicians**
- ▶ **DMC Web**
- ▶ **DMC Friends & Family**
- ▶ **DMC Community Outreach**
- ▶ **Targeted Consumer/Patient Mailings**
- ▶ **Home Visits**

03 Patient Resource Support

- ▶ **DMC.org Web/ Pathway to Health**
- ▶ **DMC Health Access Center/CONIFER**
- ▶ **DMC Patient Insurance Advisors**
 - On-site
 - In the community

DMC Path to Health Campaign

Where We Started

Community Ambassador Program



The DMC's Community Ambassador program experienced another great year, recruiting 1,140 new ambassadors which produced 738 enrollments.

In addition to the original program goals to identify prospective enrollees, we spent a significant effort on cultivating long lasting relationships with our ambassadors. Through phone contact and email correspondence, we were able to keep our ambassadors engaged and informed.

We instituted an open door policy for our community ambassador's to freely walk in and obtain information on community programs and services. We created a "Community Ambassador Corner" where we posted community news and employment opportunities. We also provided a phone help line for them call in to verify the eligibility of their referrals.

In an effort to further engage our community ambassadors and to gain a better perspective of their individual health needs we developed a health & wellness survey which inquired about their health status. This information will allow us to address their needs and improve their ability to better serve their health insurance referrals.

We continued to host appreciation events for the ambassadors and their families. These events are instrumental in keeping them engaged and motivated to continue the work. They also served as additional enrollment opportunities.

DMC Path to Health Campaign

Where We Started

Continued Recruitment of Community Ambassadors

Join us!

Help Detroit Get Healthier
DMC PATH to Health Ambassador



Know someone who needs free health care coverage?
Now, we need your help. Help us reach out to them.

What are the benefits of being an Ambassador?
As an Ambassador, you will have influence and visibility in the community. You will receive rewards, incentives, education and certification opportunities. Being an Ambassador means that you will serve a significant role in helping create a healthier community.

What are my responsibilities as an Ambassador?
Your role as an Ambassador is to identify the uninsured people in your community and to promote the Healthy Michigan Plan. As an Ambassador, you ask your family, friends and people in your community if they have health insurance. You may then refer the uninsured to a "Community Ambassador Organizer" by providing their names and phone numbers. You will also represent the Detroit Medical Center, which is the largest health care system in the City of Detroit as an Ambassador.

How Do I Become a DMC PATH to Health Ambassador?
If you want to make a difference please sign up by phone, on-line or in person at the Northwest Activity Center. Become a DMC Ambassador and help change the health and well-being of others in your community. in the Metro Detroit area.

By phone: 1-888-362-3370 • Online: www.dmc.org/PathToHealth
Register on-site: Northwest Activities Center, 18100 Meyers Rd, Detroit, MI

Come join us in our mission to promote "Healthy Living".



Ambassador Registration Card

Today's Date: _____ Event: _____

Name: _____

Address: _____

Phone: () _____ Email: _____ Zip Code: _____

Please circle the answers to the following questions:

1. Do you currently have health insurance? Yes / No
If no, would you like to schedule an appointment to apply for health insurance? Yes / No
2. Best time to contact you: 9 - 11 a.m. / noon - 2 p.m. / 3 - 6 p.m.
3. I would like to become a volunteer Path to Health Ambassador and invite 10 of my friends to enroll in the Healthy Michigan Medicaid Plan. Yes / No
4. Do you know someone else who would be interested in becoming a Path to Health Ambassador? If so, please provide their contact information below.

Name: _____ Phone: () _____

DMC Path to Health Campaign

What We Achieved

f I LIKE TO GET INFORMATION
OUT TO PEOPLE WHO NEED IT
SO THEY KNOW WHAT TO DO
WHEN SOMETHING HAPPENS. ”

Community Ambassador Program Results	2015	2016
Number of Community Ambassadors	1,440	1,140
Number of Referrals Generated	1,392	756
Number of People Enrolled in Insurance	698	738
% of Referrals that Resulted in Insurance Enrollment	50%	97.5%

“ MY FRIEND SAID SHE HAD BEEN
IN PAIN AFTER HURTING HER
BACK, BUT HAD NO INSURANCE
TO DO ANYTHING ABOUT
IT. I TOLD HER I WAS A DMC
COMMUNITY AMBASSADOR,
AND WE TOOK IT FROM THERE. ”



DMC Path to Health Campaign

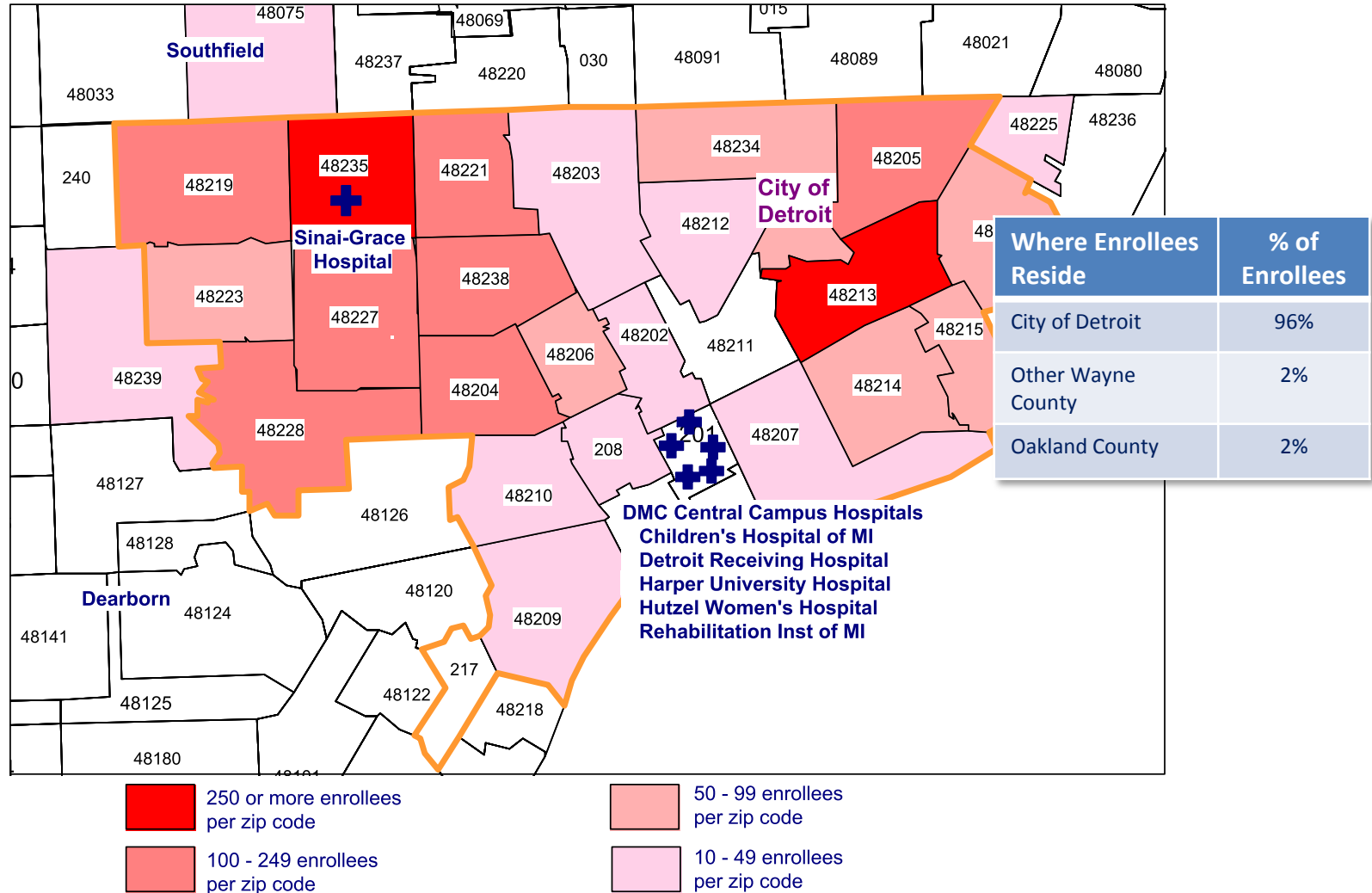
What We Achieved

Campaign Summary

	2015	2016
TOTAL	25,271	20,873
Conifer On-Site Enrollments	17,244	17,866
Church Enrollments	1,548	0
In-Hospital Enrollments	1,072	261
Retail / Franchise Enrollments	897	48
Community Enrollments	3,812	1,960
Ambassador Enrollments	698	738

Please note: 2015 analysis is based on October 1, 2014 thru December 31, 2015
2016 analysis based on January 1, 2016 thru December 31, 2016

DMC Path to Health Community and Ambassador Enrollees by Zip Code



DMC Path to Health Campaign

What We Achieved

Conifer On-Site Enrollment

Located onsite in hospital ED's and outpatient sites, Conifer works with patients who are identified as self pay to enroll in insurance. The Conifer team walks patients through the application process with the patient and submits the application. They are onsite 5 days a week some of which includes weekend coverage.

	2015	2016
TOTAL ENROLLED	17,234	17,866
Children's Hospital of MI	2,707	2,880
Detroit Receiving Hospital	3,657	3,733
Harper University Hospital	5,659	5,547
Huron Valley-Sinai Hospital	792	1,040
Rehab Institute of Michigan	55	88
Sinai-Grace Hospital	4,364	4,578

Please note: 2015 analysis is based on January 1, 2015 thru December 31, 2015
2016 analysis based on January 1, 2016 thru December 31, 2016

Children's data includes MiChild enrollment numbers or the enrollment of babies in Medicaid if the mom had Medicaid.

Source: Conifer Database

DMC Path to Health Campaign

What We Achieved

In-Hospital CAC Activity

(January - December, 2016)

	Medicaid Enrollment	Marketplace Enrollment
Scheduled Appointments	167	36
Walk In	219	27
No Shows	117	23
Actual Applicants Seen	268	40
Online Applications Completed	191	36
Paper / Phone Applications Completed	34	0
Total Completed Applications	225	36

Source: DMC Call Center Report

DMC Path to Health Campaign

What We Achieved

Church Participation

We continued to work with churches in our community. This year we focused our attention mainly on churches that invited us to facilitate health insurance enrollment events. These churches recognized our strong community presence and used us as a resource for insurance enrollments at their health and job fairs.

Craig Memorial	Pure Word MBC
Fellowship Chapel	Third New Hope Church
Greater St. Mark Church	St. Mark MBC
Greater Ebenezer Ministries	Westminster Church (Hustle for Health)
Hope Baptist Church	Word in Action
Memorial Tabernacle Church	Word of God
Outer Drive Faith Lutheran (school supplies)	

DMC Path to Health Campaign

What We Achieved

Community Ambassador Health Questionnaire

Path to Health Path to Health Community Ambassador Health Questionnaire

1. Are you male or female (Please circle one)? Male Female
2. What is your height? _____
3. What is your weight? _____
4. Are you a smoker (Please circle one)? Yes No
5. What Health topics would you find beneficial to discuss with your team?

6. What fear, if any, do you have about your personal health?

7. Which of the following health problems have you or a blood family member experienced?
 High blood pressure Cancer Asthma, COPD, or other breathing problems
 Sugar Diabetes Stroke Hearing problems
 High Cholesterol Kidney problems Vision problems
 Heart problems
8. What is your immediate health need?

9. Do you have a Primary Care Provider? If so, what health system is he/she affiliated with? (e.g., DMC, Beaumont, Henry Ford, etc.)

10. When was the last time you saw your Primary Care Provider? _____

DMC.org/PathtoHealth

The DMC Community Ambassadors have been a central driving force in our health insurance enrollments efforts. As a result, we believed it was important and fitting to learn and understand their concerns or challenges to determine how we could best address their health needs.

DMC Path to Health Campaign

What We Achieved

Spring Fling Thank You Event

Join us for our

Spring Fling Thank You Event

on Friday, March 25, 2016
from 11:30 a.m. - 1:30 p.m.

Northwest Activity Center
18100 Meyers Rd.
Detroit, MI 48235

Doors open at 11 a.m.

Easter baskets will be distributed
to first 100 registered children (must be present).

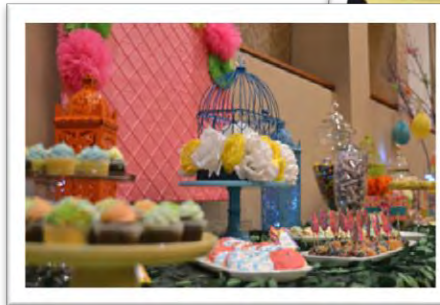
Come enjoy good food, fellowship and family fun
with your DMC Path to Health Team.

Learn new information about the
Community Ambassador Program and
enroll in health insurance!

To RSVP, please call 313-483-7827 or
email Nikki.dmc.pathtohealth@gmail.com.

Path
to
Health

The DMC hosted its annual Spring Fling Thank You event for the Community Ambassadors where over 200 people were in attendance. We host this event every year to express our sincere appreciation for the health insurance enrollment support we receive from our ambassadors. This event also allows us the opportunity to build relationships with the ambassadors, their friends and family members. We engage them in meaningful dialogue about strategies to encourage people to take charge of their health and take better care of themselves. We also discuss other outreach methods to reach those who are not able to be reached through traditional means.



DMC Path to Health Campaign

What We Achieved

Hustle for Health Event

The "Hustle for Health" event is one of several community engagement and outreach activities we host for our community ambassadors and their families. This is a fun and interactive event delivered in a health conscious way. We provide blood pressure, glucose, and cholesterol screenings. We also engage the participants in healthy exercises and educate them on how to manage a healthier lifestyle through food and nutrition.

Calling all Path to Health Community Ambassadors

You're invited to join us
for an evening of fun
and fitness.


HUSTLE 2016
for
Health

Wednesday, August 17
6 - 8 p.m.

Westminster Church of Detroit
17567 Hubbell St.
(Corner of Outer Drive and Hubbell St.)
Detroit, MI
In the Calvin Hall

Hustle Workshop led by Mr. Byron Johnson,
who'll provide easy instruction to great music.
This workshop is great for all dance skill levels – all are encouraged to attend.

Join us for lots of dancing, networking, refreshments and giveaways.
RSVP to 313-483-7827

 **DMC**
Leading *Health* Care.
Detroit Medical Center

DMC2016

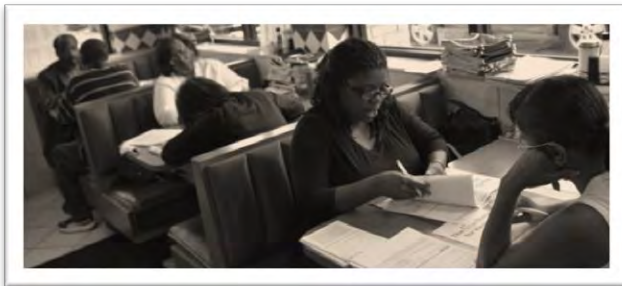


DMC Path to Health Campaign

What We Achieved

Community Events Coney Island Restaurants

The DMC partnered once again with 105.9 KISS radio station to host 3 health insurance enrollment events. We wanted to continue our DMC brand awareness and to ensure the community was aware the DMC was still providing health insurance outreach. These events were hosted in targeted zip codes.



	Total Attendees	Medicaid Enrollment	Community Ambassador Enrollments	Friends and Family Cards Collected
Coney Island Events	358	48	29	49

DMC Path to Health Campaign

What We Achieved

Community and Local Business Partner Focus

We continued to work with partners who participated in last few years and engaged new partners who had access to specific target groups.

7 Days Store	Fenmore Block Club	Operation Get Down
Apollo Supermarket	Foodland	Samaritan Center
Americana Supermarket	Great Value Pharmacy	Savon Stores
Banner Supermarket	Greenfield Market	The Children's Museum
Capuchin Soup Kitchen - Conner	Greening of Detroit	Pinehurst Park
Capuchin Soup Kitchen – Medbury	Life Remodeled	Popeye's Chicken
Cromwell Community Center	Monica House	Recovery House
Detroit Public Schools – Hutchinson	North Rosedale Community House	Van Antwerp Park
Detroit Service Learning Academy	Northwest Activities Center	
DTE Energy		

DMC Path to Health Campaign

Where We Are Going

- ✚ Regularly communicate any update/changes regarding ACA to patients
- ✚ Continue to build on DMC Community Ambassador Program
- ✚ Continue to align ACA efforts with major hospital initiatives
 - Continue to partner with Gateway
- ✚ Institutionalize “Path to Health Campaign using hospitals brand”
- ✚ Concentrate on areas where community ambassador and their referrals reside
- ✚ Develop PR/Marketing campaign around redetermination process
- ✚ Maintain enrollment in the ER thru Conifer
- ✚ Continue CAC enrollment and recertification at DMC facilities

DMC Path to Health Campaign

Where We Are Going

- ✚ Continue work on ACA Detroit Strategy Team
- ✚ Continue Web presence using dmc.org/pathtohealth
- ✚ Continue to host hospital enrollment events with local radio partners