

EXHIBIT F

DMC Path to Health 2017 Summary



DMC Health Insurance Operation 2017 Summary

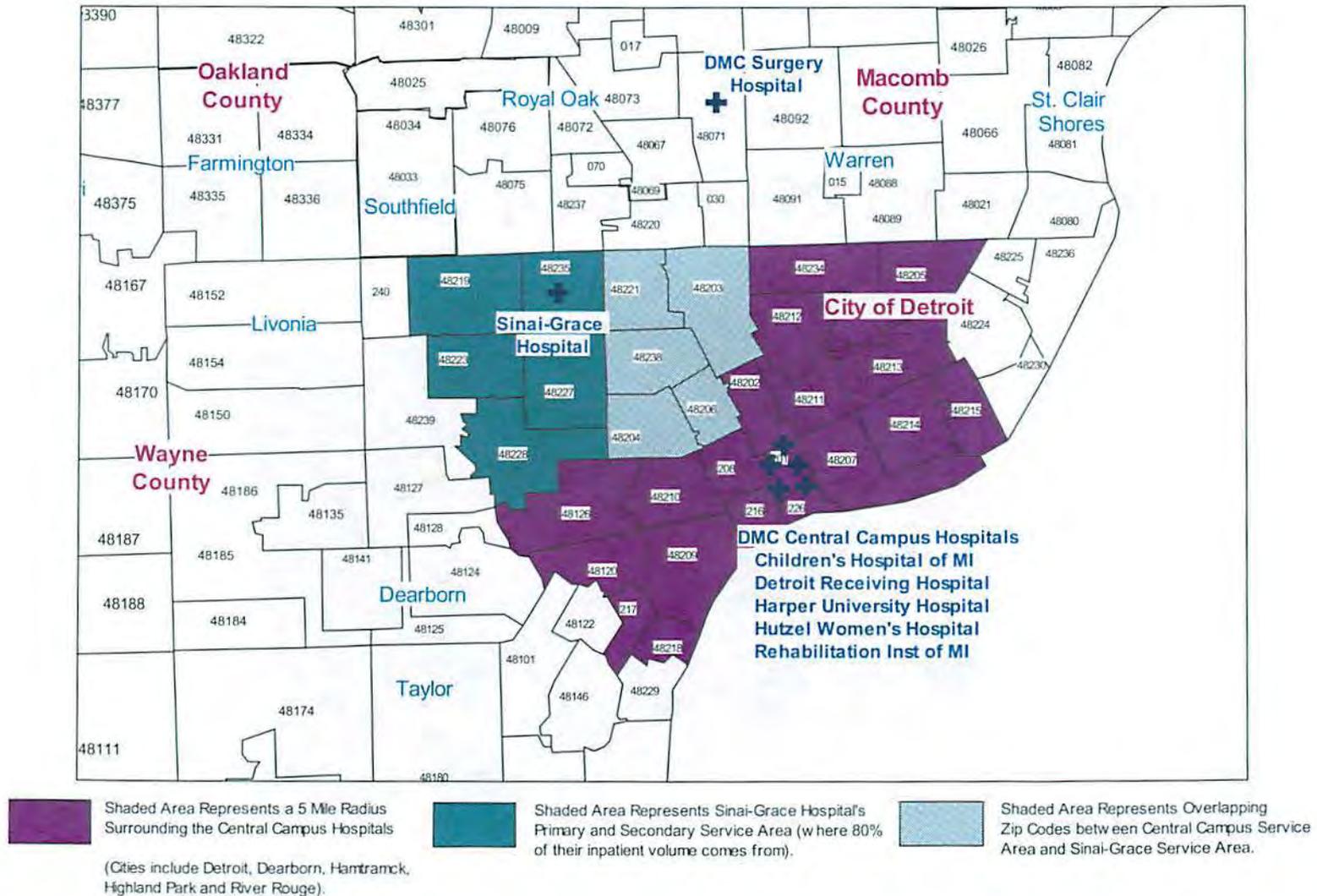
Where We Started
What We Achieved
Where We Are Going

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

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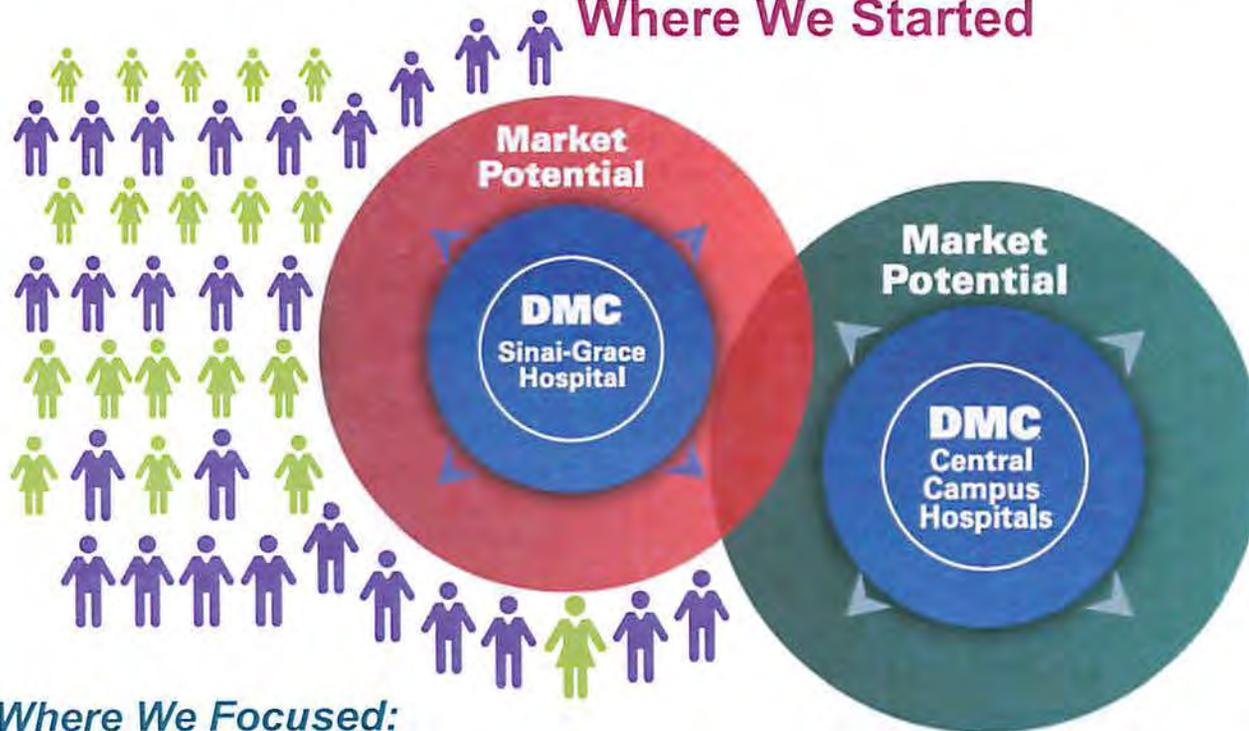
DMC Health Insurance Operation

Where We Started



DMC Health Insurance Operation

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 Health Insurance Operation

What We Achieved

Campaign Summary

	2015	2016	2017
TOTAL	25,271	20,873	18,974
Conifer On-Site Enrollments	17,244	17,866	18,782
Church Enrollments	1,548	0	0
In-Hospital Enrollments	1,072	261	192
Retail / Franchise Enrollments	897	48	0
Community Enrollments	3,812	1,960	0
Ambassador Enrollments	698	738	0

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
2017 analysis based on January 1, 2017 thru December 31, 2017

DMC Health Insurance Operation

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	2017
TOTAL ENROLLED	17,234	17,866	18,782
Children's Hospital of MI	2,707	2,880	2,277
Detroit Receiving Hospital	3,657	3,733	4,170
Harper University Hospital	5,659	5,547	6,097
Huron Valley-Sinai Hospital	792	1,040	1,130
Rehab Institute of Michigan	55	88	200
Sinai-Grace Hospital	4,364	4,578	4,908

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
2017 analysis based on January 2, 2017 thru December 31, 2017

Source: Conifer Database

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DMC Health Insurance Operation

What We Achieved

In-Hospital CAC Activity

(January - December, 2017)

	Medicaid Enrollment	Marketplace Enrollment
Scheduled Appointments	74	2
Walk In	174	27
No Shows	47	0
Actual Applicants Seen	198	38
Online Applications Completed	132	33
Paper / Phone Applications Completed	27	0
Total Completed Applications	159	33

Source: DMC Call Center Report

DMC Health Insurance Operation

What We Achieved

Group Block Club Marketing Efforts

Throughout the year we marketed health insurance enrollment efforts to community groups, neighborhood organizations and block groups.

4th Police Precinct

7 / 8 Mile Community Council

10th Police Precinct Community Rel. Mtg.

12th Police Precinct Community Rel.Mtg.

15th Street Block Club

AARP

AFSCME Meeting

Ardmore Brookline CD Radio Patrol

Ardmore Brookline Community Assc

Ashton Block Club

Atkinson Ave Improvement District

Bagley Community Council

Barton-McFarlane Neighborhood Assoc

Belmont Community Council

Berg-Lahser Community Association

Bethune Community Council

Blackstone Community Council

Blackstone Park Association

Bomac Block Club

Brightmoor Community Alliance

Brightmoor Pastors Alliance

Brush Park CDC

Calvary Community Association

C.A.R.A. Airport Meeting

Castle Rouge Civic Association

Central District DPD

Chippewa-Northrop-Berg Cherokee Block Club

City-Wide Mayor/Community Rel. Mtg.

Cody Rouge Networking for Change Luncheon (Black Family Development Org)

Core City Neighborhood

Corktown Meeting

Cornerstone Village

Crary-St. Mary's Community Council

Creekside Community CDC

D.A.R.E.

Detroit Historic Neighborhood Coalition

Detroit Police Commissioners

DMC Health Insurance Operation

What We Achieved

Group Block Club Marketing Efforts

Throughout the year we marketed health insurance enrollment efforts to community groups, neighborhood organizations and block groups.

East English Village	Grandmont #1 Improvement Assoc.	Kentfield / Outer Drive Block Club
Easter Outer Drive Business Community Association	Grandmont Radio Patrol #4	Lauder-Coyle-Robson Block Club
Eight Mile Community Organization	Grandmont Community Association	Littlefield Community Association
Evergreen-Lahser-7/8 Mile Community Council	GRDC & Minock Crime Prevention	Local 600 Seniors Meeting
Farwell Community Association	GRDC Vacant Property Taskforce	MacDowell Community Council
Fenmore Street Block Club	Green Acres-Woodward Civic Assoc.	Martin Park Community Association
Fitzgerald Community Council	Greenwich Park Association	Marygrove Community Association
Forrer Block Club	Happy Homes Community Assoc.	Mid Town Alliance
Forrer Community Block Club Assoc.	HELCO (Helen & Concord)	Midwest Civic Council Block Club
Freeland Block Club	Historic Indian Village Association	Miller Grove Block Club
Friends of Rouge Park	Hood Research	Minock Park Block Association
Garden Homes Community Org.	Jefferson / Chalmers CDC	Mohican Regent Association
	Joy Community	Morningside Community Organization

DMC Health Insurance Operation

What We Achieved

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Throughout the year we marketed health insurance enrollment efforts to community groups, neighborhood organizations and block groups.

NAACP Allies, Issues and Action Mtg.

Neighbors Building Brightmoor

N.W. Detroit Youth Coalition

N. Rosedale Park Block Captains Mtg.

N. Rosedale Park Civic Assoc. Board Mtg.

N. Rosedale Park Neighborhood Safety Meeting

Original United Citizen of SW Detroit

Osborn Networking for Change

Palmer Woods Association

PBS Appoline Block Club

Pilgrim Village Association

Plainview Block Club

Pride Area Community Council

River Bend Associate Meeting

Rosedale Park Improvement Association

Rosedale Park Baptist

Roselawn C7 Block Club

San Bernardo Park Association

Schoolcraft Improvement Association

Shaftsbury – Curtis Block Club

Sherwood Forest Association

Shiawassee Community Block Club

Skilled Trade Task Force

Southeast Michigan Council of Govt.

DMC Health Insurance Operation

What We Achieved

Group Block Club Marketing Efforts

Throughout the year we marketed health insurance enrollment efforts to community groups, neighborhood organizations and block groups.

Southeast Waterfront Neighborhood Assoc.

Southfield-Outer Drive-McNicholas Neighborhood Assoc.

South of 6 Mile MI Block Club

The Villages CDC

Tri-Point Community Assoc.

United Block Club Council

University District Community Assoc.

Warrior on Wheels

Warrendale Community Organization

Warwick Winners Circle

Wayne County Democratic Black Caucus

Webb Street Association

Westmoreland Road Block Club

West Grand Blvd Collaborative

West Outer Drive Block Club

West Outer Drive Community Association

West Village Association

Woodward Avenue Action Association

Wyoming Schoolcraft Community Council

Yorkshire Community Meeting

DMC Health Insurance Operation

BIG Marketing Efforts for Marketplace Enrollment

We launched a 30-day aggressive PR/Marketing Campaign for the Health Insurance Marketplace open enrollment period.

Detroit Medical Center
Open enrollment PSA :30 Radio Spot

This is an announcement for Health Insurance Marketplace Open Enrollment.

The two thousand eighteen Health Insurance Marketplace is now accepting applications, and Detroit Medical Center is here to assist you with that process.

Now through December fifteenth, contact us to enroll, reenroll, or change plans for twenty eighteen.

For coverage to begin January first, you must complete your application and enroll by December fifteenth.

Call eight eight eight D M C two five zero zero to get started.

Station	Format	Total Spots	November				December					
			30	6	13	20	27	4	11	18	25	
WJLB 97.9 FM	Mainstream Urban	73										
WMXD 92.3 FM	Urban Adult Contemporary	104										
WMGC 105.1 FM	Mainstream Urban	301										
WDMK 105.9 FM	Urban Adult Contemporary	194										
Adults 25-54: 24.2% Reach, 12.1 Frequency, 290.3 Gross Rating Points		672										

DMC Health Insurance Operation

Partnership with Conifer During Open Enrollment



2018 Health Insurance Marketplace
Open Enrollment
November 1 – December 15, 2017

We partnered with Conifer to ensure patients ineligible for Medicaid were made aware of the Marketplace Open Enrollment period right at the bedside and referred to a Certified Application Counselor to obtain assistance.

The 2018 Health Insurance Marketplace is now accepting applications and the Detroit Medical Center is here to assist you with the process.

Starting now through December 15, you can contact our Call Center at (888) DMC-2500 or visit the Health Insurance Office (M120) at Sinai-Grace Hospital and schedule an appointment to enroll, reenroll and/or change plans for 2018. **For coverage to begin January 1, 2018, you MUST complete your application and enroll in a plan by December 15, 2017.**



Please note: Healthy Michigan Plan (Medicaid) applications are accepted year around. The Healthy Michigan Plan provides health care coverage for individuals who are 19-64 years old and make less than \$16,000 per year for a single person or \$33,000 per year for a family of four.

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Sinai-Grace
Hospital
Leading Health Care

DMC Health Insurance Operation

Partnership with Conifer During Open Enrollment

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Hospital

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2018 Health Insurance Marketplace Open Enrollment Referral Form

Please fill out the following information and a representative from the Sinai-Grace Health Insurance Office will contact you.

Hospital: _____

Patient Name (please print): _____

Account #: _____

Phone Number: _____ Is this a cell? Yes No

Email Address: _____

I give my permission to receive calls and/or text messages from _____ and its related entities, agents, and contractors regarding clinical, educational, and financial information related to Medicaid expansion and exchange news, changes to health care law, health coverage, and other healthcare opportunities. I understand and agree that I may be charged for such calls and/or text messages by my wireless carrier and, that such calls may be generated by an automated dialing system and may utilize a computer generated and/or pre-recorded message.

Signature: _____ Date: _____

For Office Use Only

- Enrolled in Exchange Health Care
- Partially Enrolled in Exchange Health Care
- Will Enroll in Exchange Insurance on Own
- Counseled, Not Enrolled
- Will Enroll in Marketplace on Own

DMC Health Insurance Operation

Where We Are Going

- ✚ Partner with State of Michigan and Primary Care Physicians to engage Healthy Michigan Plan enrollees in adopting “healthy behaviors”.
- ✚ Regularly communicate any update/changes regarding ACA to patients
- ✚ Continue to align ACA efforts with major hospital initiatives
 - Continue to partner with Gateway
- ✚ Develop PR/Marketing campaign around redetermination process
- ✚ Maintain enrollment in the ER thru Conifer
- ✚ Continue CAC enrollment and recertification at DMC facilities