

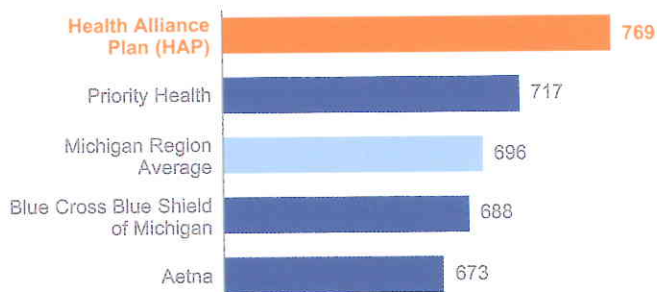
Health Alliance Plan Ranks Highest in Member Satisfaction in Michigan for the Fourth Consecutive Year

Receives Highest Scores in Five Study Factors

For the fourth consecutive year, Health Alliance Plan (HAP) ranks highest in member satisfaction in Michigan, according to the *J.D. Power and Associates 2011 U.S. Member Health Insurance Plan StudySM*. Now in its fifth year, the study measures various aspects of the customer experience that determine member satisfaction with commercial health plans.



Member Satisfaction Index Ranking: *Michigan*



Based on a 1,000-point scale

Source: *J.D. Power and Associates 2011 U.S. Member Health Insurance Plan StudySM*

Factors that Determine Overall Satisfaction

The study examines seven factors that define the member experience, including Coverage and Benefits; Provider Choice; Information and Communication; Claims Processing; Customer Service; Statements; and Approval Processes. HAP's overall performance is driven by high scores in all seven study factors.

Information and Communication is Key

Members with a greater understanding of how their plan works are not only more satisfied; they are empowered to manage their personal health. Compared with other Michigan regional health plans, HAP members are more likely to "completely understand" the summary of benefits covered.

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HAP members found their notifications on plan changes more useful compared with other plans in the region.

Nearly half of HAP members indicate that the plan offers and encourages the use of healthy living/wellness programs. HAP members also indicate that they have taken advantage of the following services more frequently, compared to other Michigan plans, in the past year:

- Seasonal/annual flu vaccine
- Cancer screenings
- High blood pressure screening
- Cholesterol screening
- Disease management programs
- Programs to help stop smoking

Knowledgeable members often experience fewer health-related issues, resulting in less anxiety for members and lower healthcare costs for employers. Compared with other plans, HAP members are more likely to say their plan covered all medical treatments that were required.