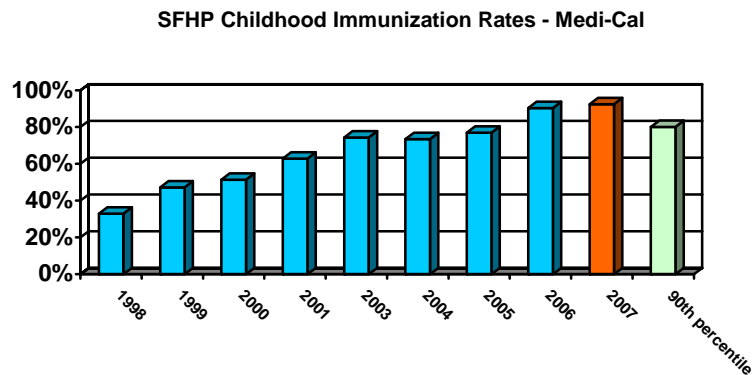


The 2007 SFHP HEDIS Rates Are In!

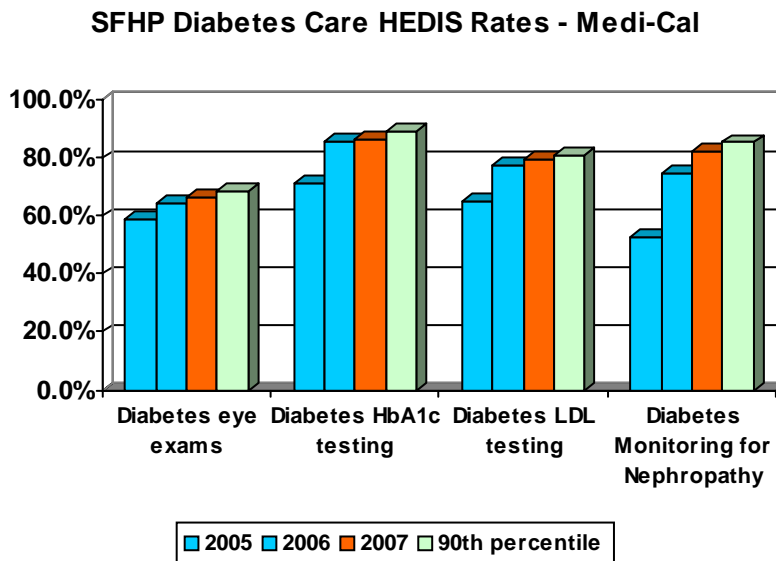
The 2007 HEDIS Rates were finalized in June and show improvements in many of the areas we focused on and also showed us where we have opportunities for improvement. Our member education campaigns, incentives and provider support programs are really paying off. We work hard to make sure our members receive the care right care at the right time, but the improvements we saw this year are really a reflection of the excellent care the physicians and nurses and office staff in our network give our members. Below are some of the highlights from our 2007 results.

SFHP Immunization rates remain in the 90s!



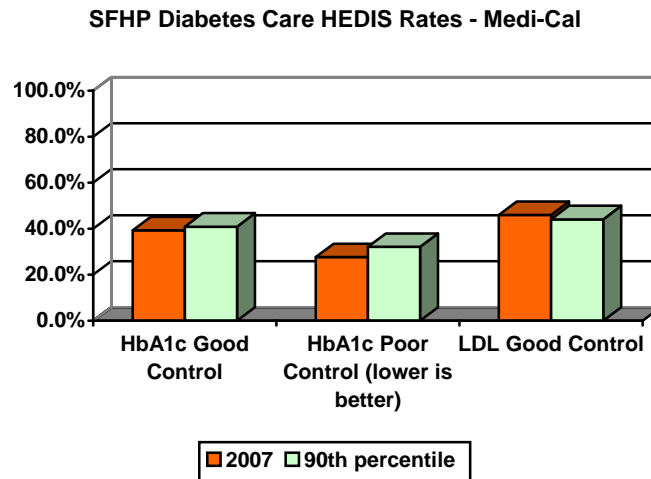
Last year we were the first Medi-Cal health plan to report immunization rates above 90%. A score that high is difficult to repeat, but once again this year our rate topped 90% coming in at 92.4%. We will continue our education and incentive programs that target families with children under two in order to ensure that we at the top.

Diabetes Care Continues to Improve – New Diabetes Outcome Measures Yield Excellent Results



Our diabetes care HEDIS results improved modestly this year in all areas. Scores are now very close to our goal of the national Medicaid 90th percentile – in some cases, only a fraction of a point away.

This year we began reporting on the HEDIS diabetes outcome measures. We were very happily surprised to find that results for our members are already in the 90th percentile in two of the three measures: HbA1c Poor Control and LDL Good Control.



In anticipation of these new measures, we launched a new program in 2008 to help encourage our members with diabetes to work toward controlling their blood sugar (HbA1c) and cholesterol (LDL). We redesigned the diabetes incentive program to offer a \$25 gift card for completing all tests on time and an additional \$25 gift card for showing lab results at target or by making significant progress toward meeting the target levels. We also mailed a backpack to all of our members with diabetes that contained health education materials, a pedometer, a water bottle, an exercise band, measuring cups and spoons, and a cookbook.

Areas for improvement

There are several measures that are just a few points away from the 90th percentile. We will be working hard in 2008 to reach that benchmark for:

- Breast Cancer Screening
- Cervical Cancer Screening
- Comprehensive Diabetes Care

For other measures we have still have a lot of room for improvement before we reach the 90th percentile. We will be paying special attention to the following areas in 2008:

- Appropriate use of antibiotics as measured by the HEDIS measures:

- Appropriate Testing for Children with Pharyngitis
- Appropriate Treatment for Adults with Acute Bronchitis
- Well Adolescent Visits
- Check-ups After Delivery
- Timeliness of Prenatal Care
- Use of Appropriate Medications for People with Asthma
- Chlamydia Screening

We are currently doing further analysis of our results and looking for ways to improve performance. Our goal is to reach the 90th percentile in every measure we report and in order to reach that goal we will need your help. Please let us know if you have any questions suggestions for improvement. Contact Dori Lange, Director of Quality Improvement at 415-615-4211.

2007 Medi-Cal HEDIS Results

Measure	2007	2006	National Medicaid 90% Percentile
Breast Cancer Screening 42-51	55.5%	53.8%	57.2%
Breast Cancer Screening 52-69	62.8%	65.2%	65.2%
Cervical Cancer Screening	74.2%	77.2%	77.4%
Childhood Immunizations	92.4%	90.3%	80.1%
Childhood Immunizations with Prevnar	90.7%	86.8%	70.7%
Diabetes Eye Exams	66.5%	64.8%	68.3%
Diabetes HbA1c Screening	86.4%	86.0%	89.1%
Diabetes LDL Screening	79.5%	77.9%	81.0%
Diabetes Monitoring for Nephropathy	82.2%	74.9%	85.5%
Diabetes HbA1c Poor Control** (a lower rate is better)	27.7%		32.1%
Diabetes HbA1c Good Control	39.3%		40.9%
Diabetes LDL Good Control	46.0%		44.1%
Appropriate Treatment for Children w/URI	94.4%	92.6%	92.6%
Inappropriate Treatment for Adults w/Acute Bronchitis ** (a lower rate is better)	68.6%	71.6%	59.3%
Checkups After Delivery	64.2%	55.9%	71.1%
Timeliness of Prenatal Care	87.7%	86.3%	91.5%
Well-Adolescent Visits	52.8%	46.5%	58.9%

Well-Baby Visits	75.4%	82.6%		75.2%
Well-Child Visits	81.3%	77.6%		79.9%

2007 Healthy Families HEDIS Results

Measure	2007	2006		National Medicaid 90% Percentile
Use of Appropriate Medications for People with Asthma	93.2%	100.0%		92.0%
Childhood Immunizations	94.6%	93.6%		80.1%
Childhood Immunizations w/Prevnar	93.6%	84.6%		70.7%
Children's Access to PCPs 12-24 months	98.4%	98.7%		98.0%
Children's Access to PCPs 25 months to 6 years	95.0%	96.5%		91.4%
Children's Access to PCPs 7 to 11 years	95.3%	95.2%		93.3%
Children's Access to PCPs 12 to 19 years	94.0%	94.6%		91.4%
Appropriate Treatment for Children w/URI	92.6%			92.6%
Appropriate Testing for Children with Pharyngitis	13.6%			76.9%
Chlamydia 16-20 years old	23.9%			64.8%
Well-Adolescent	74.3%	67.1%		58.9%
Well-Baby	95.0%	87.5%		75.2%
Well-Child	88.0%	88.4%		79.9%