

## Fact:

US Healthcare will soon begin transitioning to a value-based reimbursement system model under which groups of physicians, hospitals, practitioners and health plans will coordinate care for large populations under global budgets and share in the savings that result from better outcomes that will cost less.

# Marketing Healthcare Products and Services

## Healthcare Carve-out Products:

### ASO or Full Risk

- Pain Management
- Chiropractic managed care
- Complementary and alternative medicine
- Behavioral health
- Vision
- Dental
- Medical discount card
- Debit cards for FSAs
- ASO TPA for pharmacy benefit administration

## Services

### CHC has strategic relations with companies that offer:

- Full-service employer benefit consulting
- Specialized PBM evaluation services
- Internet-based individual employee-focused nutrition and fitness system
- Suite of high-touch employee-focused healthcare system and managed care company navigator system
- Technology that enables payers to extend useful life of legacy system updating edits and controls
- Real-time pharmacy claims bill submitted by PBMs audit capability
- Revenue cycle management system
- Dependent eligibility and recovery systems
- Workers' Comp and No Fault claim collection

### The Creative Group<sup>SM</sup>

www.creativegroupny.com  
One Grand Central Place  
Suite 2022  
New York, NY 10165  
Tel: 212.697.7207 X130  
Fax: 212.697.3509