

The 6th Annual Solutions Superstars Issue

Be recognized with those who go above and beyond in health care, benefits and compensation in the 5th annual Superstars issue!

Published the 1st week of December

The 6th Annual Solutions Superstars 2011 — Honoring exceptional professionals in health care, benefits, and compensation

Two ways to participate in the Superstars Issue:

1. Purchase a 1/4-page Recognition profile to ensure your Superstar is honored; or run a full page ad opposite your Superstar.
2. Showcase your innovation opposite a full-page advertisement with an Innovator Advertorial Profile.

Closing date—November 11th; materials due—November 19th.

GET THE FULL BENEFIT OF A PRESENCE IN THIS ISSUE AND MUCH MORE

Benefits

1. Annual with a year shelf life in print and online, plus bonus distribution at shows.
2. Opportunity for your company or key executive to salute exceptional work in health care, benefits, and compensation solutions.
3. Display advertisement space opposite Superstars Award winners where available.
4. Pricing for an Innovation Spread (ad + innovation profile): \$8,800; consider a 1/4-page Who's Who Profile for \$1,995. Special Price for Full Page 'Recognition Ads': \$5,500.



FieldMedia LLC serving the employer market

From the Publishers of CDHC Solutions and EmployersWeb.com Magazines

solutions SUPERSTARS

www.cdhsolutionsmag.com
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Nominations for Solutions Superstars 2011 open January 1st, 2011 and close June 1st 2011. See nominations pages on www.CDHCsolutionsmag.com or www.EmployersWeb.com.

To get pricing for all other Display Ads, see our **Print & Online Advertising Rate Card.**



Check out Last Year's Winners from the 5th Annual Superstars Issue

Award Winners and Innovators from 2010:

CEO Leadership Award:

Jacqueline B. Kosecoff
CEO - Prescription Solutions

Harris H. Simmons
Chairman, President & CEO - Zion Bancorp

David B. Snow
Chairman & CEO - Medco Health Solutions

Eric Remjeske
President & Co-Founder - Devenir

Most Innovative Plan Design Award:

Jack Norton
Executive Director - Blue Lake Rancheria

Richard B. Jones
Director of Human Resources -
City of Fort Smith, AR

Most Effective Plan Implementation Award:

Lisa Sorce
Director of Compensations & Benefits-
Garden Fresh Restaurants

Mary Bradley
Director of Health Care Planning -
Pitney Bowes

Pamela J. Grove
Director -
Land O'Lakes Benefits & Strategy Team

Christina M. Mull
HR Coordinator - City of Cocoa, FL

Marty Schwenner
VP & CFO - Magnetek Inc.

Most Innovative Employee Education/Communication Award:

Tracy Johnson
VP of HR - Allegis Group

Robet Price
VP of Benefits and Compensations -
Saint-Gobain Corporation Benefits
Department

Most Effective Wellness/Integrated Care Program:

Bob Ihrle
VP Employee rewards & Services - Lowes

Carol Klusek
Global Benefits Manager - AETNA

Melanie Miller
Assist. VP Compensations and Benefits -
Ardent Health Services

Most Innovative Solutions Providers Award in Health Care, Benefits and/or Compensations:

TPA - John Biber, Senior VP of Operations -
Discovery Benefits

Bank - Scott Stamps, Health Savings
Account Coordinator - First Federal

Broker - Mark Priestaf, Managing Partner -
Servant Insurance

Health Plan - John Young, VP of
Consumerism - CIGNA

Innovators:

Tre Bittner - Geisinger Health Plan

Catherine Cantey - Synovus

Joel Carter - Secova

Jane Cooper - Patient Care

Evan Falchuk - Best Doctors Inc.

Mike Fontana - Alacriti

Harry Gotlieb - The Jellyvision Lab

Itamar Romanini - HSA Bank

Marc Kutter - PilotHSA

Dan Morrill - Dynamic Benefits Systems

Sanders McConnell - MyHSA Rewards

Dan Schlotterbeck - Care Fusion

Tom Torre - FIS

Pamela Swingley - RememberItNow!

William Short - AmeriFlex

Jim Pshock - Bravo Wellness

Ron Peremel - Myfinancialadvice

Christopher Parks - change:healthcare

Anne Carpenter -
Paydirect CDH BEMAS Software

Anne Carpenter - Evolutions Benefits

Catalyst Rx

Please contact your FieldMedia sales representative or our publisher for more details on this special issue. We look forward to your participation in Solutions Superstars in 2011.

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Solutions Superstars 2011

Superstar Samples

Innovator Advertorial Profile

You provide us with 600 words about your innovation; one photo of your innovator (jpg or tif, 300 dpi or high resolution); logo; and contact information (name, address, phone, email, and Web address) to facilitate direct reader contact with the innovator, and we will create your piece.



Innovation in the Real World



By Jacqueline Koscoff, PhD
CEO, Prescription Solutions
UnitedHealth Group

Innovation may well be one of the most overused words in the corporate lexicon these days, but just try and survive – much less thrive – in our current environment without it. Call it what you will, an ability to re-think how we approach our business, how we serve our customers, and how we focus on our commitments and execute to achieve them is essential, now more than ever.

From the halls of Congress to dinner tables everywhere, people seem to sense that change is in the air. As the national health policy debate builds, fresh thinking is vitally important if we are to successfully modernize the nation's health care system. At Prescription Solutions, as across UnitedHealth Group, we are continually asking ourselves what we can do as a pharmacy benefits management business to:

- Make health care more affordable,
- Respond to individual health needs with personalized solutions,
- Expand access to healthy care, and
- Improve the quality of health care.

However, we aren't just talking about the issues – we are delivering solutions. While we can highlight only a few of our industry-leading innovations here, these solutions, together with many others from across UnitedHealth Group, are quietly revolutionizing the way health care is packaged, delivered and financed.

Our culture of innovation can be seen in our **Drug Interaction Alert Program (DIAP)**. Because people often see more than one physician for different conditions, doctors don't always know about all of a patient's current medications, which is both dangerous and costly. Unmanaged prescription drug interactions cause significant illness and death each year. In addition, they cost the health care system an estimated \$1.3 billion annually. When the DIAP system flags a potentially dangerous interaction through our pharmacy data, we can quickly send an alert to the prescribing physician(s) in an attempt to avoid dangerous medication interactions, providing an additional layer of safety for our members.



PERFECT BALANCE: a simple but powerful concept

LEADERSHIP. VISION. LEVERAGE. COLLABORATION.

Prescription Solutions, a leading Tier 1 PBM, is recognized nationally for providing a focused, balanced approach to pharmacy benefit management. In collaboration with our clients, we leverage our deep healthcare knowledge and visionary industry insights to create solutions that go beyond the status quo. Our clinical expertise provides the best possible outcomes for our members through the use of appropriate medications, including generic drugs. Discover the perfect balance between savings and member satisfaction. Call Prescription Solutions today.

www.PrescriptionSolutions.com

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Solutions Superstars 2011 — Who's Who Profiles

Superstars Recognition Profile Samples

Recognition Profile

Ensure your Superstar is honored with a 1/4-page Recognition Profile. Showcase their achievement and boost motivation and recognition for \$1,995.

Salute a solutions provider, HR manager, benefits broker, consultant, or even an innovative employer!

- CEO Leadership
- Most Innovative Plan Design
- Most Effective Plan Implementation
- Most Innovative Employee Education/Communication
- Most Effective Wellness/Integrated Care Program
- Most Effective Solution Providers Award in Health Care, Benefits, and Compensation
- Most Innovative Partner-Consultant
- Most Innovative Broker

Showcase your company with a 1/4-page profile in our annual Solution Superstars 2011 issue for \$1,995

*bonus profile on www.cdhsolutionsmag.com or www.employersweb.com, your choice, for 3 months!

Published in December 2011

closing date — November 8th; materials due — November 19th



Congratulations to Meda Pharmaceuticals for being named a Solutions' Superstar 2009 (Most Innovative Plan Design)

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New answers.®

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Meritain Health is an industry leader in employee wellness and education. We motivate members to improve their health and teach them to make smart healthcare choices for themselves and their families. The result: the quality of members' lives is enhanced, and both companies and members share in the savings.

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Congratulations to Nature's Sunshine for being named a Solutions Superstar!

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