SilverSummit Health Plan

February 14, 2017
Agenda

• Centene Corporation Overview
• SilverSummit Health Plan Overview of Operations in Nevada
• Implementation Approach
• Open Enrollment Marketing Strategy
Centene Corporation Overview
Centene Overview

WHO WE ARE

28,000 employees

St. Louis based company founded in Wisconsin in 1984

#186

on the Fortune 500 list

#4

Fortune’s Fastest Growing Companies (2015)

$39.0 – 39.8 billion

expected revenue for 2016

$7.8 billion

in cash and investments

WHAT WE DO

27 states (including NV)

with government sponsored healthcare programs & implementations

Medicaid (24 states)

Exchanges (15 States)

Medicare (12 States)

Correctional (7 States)

2 international markets

11.5 million members

260+ Product / Market Solutions
Footprint and Membership

Notes:
- Nebraska and expected to commence January 1, 2017
SilverSummit Health Plan
Site Locations

Core areas of staffing to be reflected in award zones:

- Administration
- Medical Management
- Quality Management/Quality Improvement
- Member and Provider Services
- Grievance and Appeals
- Claims Administration
- Operations
- Government Relations
- Finance

Site locations:
- Las Vegas
- Reno
- Las Vegas
- Reno
Our Philosophy

LOCAL APPROACH & JOB CREATION
Centene’s core philosophy is that quality healthcare is best delivered locally. Our local approach enables us to provide accessible, high quality and culturally sensitive healthcare services to our members. Our care coordination model utilizes integrated programs that can only be delivered effectively by a local staff, resulting in meaningful job creation within the communities we serve.

CARE COORDINATION
Our proprietary care management programs promote a medical home for each member and enable Centene to partner with its trusted providers to ensure members receive the right care, in the right place, at the right time.

HEALTHCARE COMPLIANCE
State and Healthcare Effectiveness Data and Information Set (HEDIS) reporting constitutes the core of the information base that drives our clinical quality performance efforts. This reporting is monitored by Plan Quality Improvement Committees and our corporate medical management team.

CULTURAL SENSITIVITY
We successfully coordinate care for our diverse membership by recognizing the significance of the many different cultures our members represent and by forming partnerships in communities that bridge social, ethnic and economic gaps.
Implementation Organization Structure

<table>
<thead>
<tr>
<th>New Health Plan Project Structure</th>
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<tbody>
<tr>
<td><strong>Project:</strong></td>
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<tr>
<td>SilverSummit Health Plan</td>
</tr>
<tr>
<td><strong>Created:</strong></td>
</tr>
<tr>
<td>11/1/15</td>
</tr>
<tr>
<td><strong>Updated:</strong></td>
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<td>11/16/15</td>
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**Goals**
- Consistent management structure across products
- Single points of accountability for execution
- Consistent forum for communication & feedback

**Executive Steering Committee**
- Dr. Jason Dees

**Executive Sponsor**
- Business Operations Lead
- Rob Davis

**Business Implementation Lead**
- Kara House

**Implementation Project Manager**
- Caroline Mwonga

**Corporation Implementation Team**
- Develops and drives overall implementation strategy timeline in alignment with local market and implementation leads
- Provides tools, guidance and methodology to support local market implementation
- Provides SME, technical support, backfill gaps for local market
- Integrated / cross functional team as needed
- Acts as Primary accountability for Facilities and IT Go Live Support
- Primary contact / interface with state agency until Health Plan Lead Established
- Primary accountability for: network development, PDM/credentialing, vendor selection, staffing, training, P&P / workflow, care management model / delivery, configuration, reporting

**The Integrated Leads act as the Functional Area Health Plan Business Owners until the NV Leadership Counterpart is hired, and on boarding is complete.**
SilverSummit Healthplan Implementation (7/1/17 Go-Live)
Summary Dashboard
Project End Date: TBD

1/26/2017

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Open Enrollment Marketing Strategy
OE Strategy

Establish Strong Provider Relationships
- Provide staff education information
- Provide offices with member-facing material
- Co-brand opportunities with key provider partners

Member Awareness & Engagement
- Mass media
- Online presence
- Direct to consumer
- Provider partnership
- Community outreach

Meet Objectives
Through
Multiple Outreach Efforts
With
Several Audiences
OE Deployment

Mass Media / Online Presence
- Out-of-home
- TV
- Radio
- Digital/Search
- Print

Direct to Consumer
- Direct mail
- Email

Provider Partnership
- Educate office staff on enrollment timing/process
- Educate office staff on our plan
- Co-branded mass media opportunities

Community Outreach
- Community events
- Partnership with community groups to create special events

NOTES:
- The following tactic slides provide examples of material, all material is being provided via individual documents as part of the submission
- Final material will be compliant with the 1557 federal regulation regarding non-discrimination and language information
- This includes tactics we may use, final determination based on resources