

**ARAM**

**HEALTH MANAGEMENT OF**  
**AMERICA**

# **PAYER COSTS KEEP RISING**

- **50% PATIENTS WITH CHRONIC MEDICAL PROBLEMS ARE NOT GETTING THE CARE THEY SHOULD, BASED ON NATIONAL GUIDELINES LEAVING GAPS IN CARE.**
- **THESE GAPS LEAD TO PAIN AND SUFFERING FOR THE PATIENT AND INCREASING HEALTHCARE COSTS FOR THE PAYER.**

# **YOUR CLIENTS HAVE A PROBLEM**

- **AS A RESULT OF GAPS IN CARE, HEALTH CARE COSTS ARE RISING BY 10% TO 15% EVERY YEAR.**
- **UNLESS HEALTHCARE CLAIMS ARE CONTROLLED, THIS HEALTHCARE COST WILL KEEP RISING FOR THE COMING YEARS.**
- **END USERS OF HEALTHCARE HOLD THE KEY TO CONTROLLING THE HEALTHCARE CLAIMS.**

# THEY ARE LOOKING TO YOU FOR A SOLUTION

- YOUR CLIENTS DEPEND ON YOU TO HELP THEM RESOLVE THIS PROBLEM OF RISING HEALTHCARE COSTS AND POOR CARE.
- TILL NOW YOU HAD NO EASY SOLUTION TO OFFER THEM. NOW YOU HAVE ONE “ARAM”.

# **WE AT ARAM PROVIDE CUSTOMIZED SOLUTIONS**

- **WE EVALUATE EACH INDIVIDUAL PATIENT FOR HIS OR HER MEDICAL CONDITION AND IDENTIFY GAPS IN THEIR HEALTH CARE.**
- **THROUGH OUR REPORT CARDS WE EDUCATE THE PATIENT ABOUT THESE GAPS IN THEIR INDIVIDUAL HEALTHCARE**
- **WE MOTIVATE THROUGH EDUCATING THEM ABOUT THE COMPLICATIONS OF NOT ADDRESSING THESE GAPS IN A TIMELY MANNER.**

# **WE ALSO PROVIDE 'INDIVIDUAL SPECIFIC' ACTION PLANS**

- **OUR ACTION PLAN TELLS THE MEMBER EXACTLY WHAT THEY NEED TO DO TO FIX THE GAPS IN THEIR HEALTH CARE.**
- **THE PATIENT SUDDENLY BECOMES A USEFUL RESOURCE TO ADDRESS HIS/HER OWN HEALTHCARE ISSUES AND NOW CAN HELP THE DOCTOR IMPROVE HIS/HER HEALTH THROUGH TAKING ACTIONS ON THE TO-DO LIST OF THE ACTION PLAN.**

# ARAM LIBRARY

- THE MEMBER GETS ACCESS TO HUNDREDS OF MEDICAL AND QUASI-MEDICAL TOPICS WRITTEN BY OUR EXPERTS WITH THE PATIENTS IN MIND. OUR EDUCATIONAL PLATFORM AND MATERIAL ARE THE MOST USER FRIENDLY IN THE INDUSTRY.
- THE MEMBER GETS ALL INFORMATION ABOUT ALL HIS MEDICAL PROBLEMS BY VISITING ONE SINGLE WEB SITE – OURS. NO NEED TO WASTE TIME GOING TO TEN WEB-SITES.

# OUR PRODUCT IS UNIQUE

- DOES NOT DISTURB EXISTING HEALTH PLANS OR CARRIERS
- IT CAN BE ADDED TO EXISTING PLANS AT ANYTIME
- CAN BE IMPLEMENTED NATIONWIDE IMMEDIATELY

# WITH ARAM PATIENTS WIN

- AS A RESULT OF IDENTIFICATION OF 'GAPS IN MEDICAL CARE' AND THROUGH OUR FOCUSED AND TARGETED EDUCATION AND EMPOWERMENT THE EMPLOYEES -
  - LEARN MORE ABOUT THEIR MEDICAL PROBLEMS
  - WORK WITH US AND THEIR DOCTORS TO FILL THE GAPS IN THEIR MEDICAL CARE
  - STAY IN BETTER CONTROL OF THEIR MEDICAL CONDITIONS
  - STAY OUT OF THE EMERGENCY ROOM AND AVOID UNPLANNED HOSPITAL ADMISSIONS
  - SAVE ON CO-PAYS AND DEDUCTIBLES

# WITH ARAM YOUR CLIENTS WIN

- EMPLOYEES WITH BETTER CONTROL OF THEIR MEDICAL CONDITIONS LEADING TO –
  - LESS ABSENTEEISM
  - HIGHER PRODUCTIVITY
  - LOWER HEALTHCARE CLAIMS THIS YEAR
  - LEADING TO LOWER HEALTHCARE PREMIUM RATE AT RENEWAL
  - HEALTHIER, HAPPIER AND APPRECIATIVE WORK FORCE

# **WITH ARAM YOU WIN WITH EXISTING CLIENTS**

- **BY PROVIDING THEM A SOLUTION TO THEIR EXISTING PROBLEM OF RISING HEALTH CARE COSTS AND POOR QUALITY HEALTH CARE**
- **YOU WIN THE CONFIDENCE OF YOUR CLIENTS AND STRENGTHEN YOUR RELATIONSHIP WITH THEM.**

# **WITH ARAM YOU ALSO WIN WITH NEW CLIENTS**

- **WITH ARAM ON YOUR SIDE YOU NOW HAVE A VERY POWERFUL TOOL THAT PUTS YOU AHEAD OF ANY COMPETETIOR.**
- **WHEN YOU APPROACH A NEW CLIENT YOU HAVE A SOLUTION TO THEIR PROBLEM OF RISING HEALTHCARE COSTS.**
- **SUDDENLY, YOU BECOME THE PERSON THEY WERE LOOKING FOR.**

# WE WILL SUPPORT YOU

- WE WILL HELP YOU THROUGHOUT THE PROCESS INCLUDING –
  - PRESENTATION TO YOUR CLIENTS
  - IMPLEMENTATION AND ON-LINE ENROLLMENT
  - 24/7 WEB-BASED CUSTOMER SUPPORT
  - CONTINUOUS PRODUCT SUPPORT

# WHAT WE WILL NEED FROM YOU

- CUSTOMER PROFILE AND CONTACTS
- CUSTOMER OBJECTIVES AND GOALS
- MEMBER'S DEMOGRAPHIC DATA
- MEMBER CLAIM HISTORY
  - EMERGENCY ROOM UTILIZATION
  - HOSPITALIZATION
  - PHARMACY USE
  - DOCTOR VISIT
  - OTHER RELEVANT HISTORY

# CONTACT US-

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