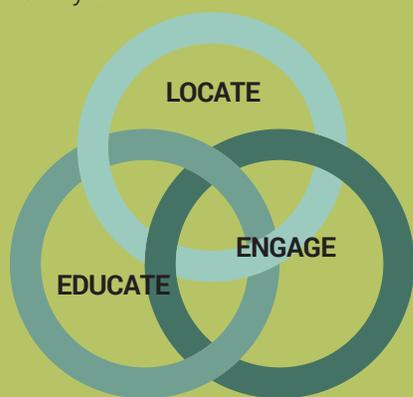


Our Mission

To provide integrated programs using insight-driven solutions that focus on delivering a clear process to connect, communicate and assist managed care members and plan providers.

Our Disciplines

BD&R provides three distinct, but closely interrelated services:



The synergies deliver value for our clients at planning, strategic and tactical phases of their businesses.

Our Approach

Offering personalized solutions to help health plans improve the quality of their services by fostering an effective communication pathway to their members:

- Benefit Utilization
- Case Management
- Disease Management
- Managed Behavioral Healthcare
- Wellness & Health Promotion

The BD&R Executive Team

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BD&R Holistic Health Care Solutions

LOCATE. EDUCATE. ENGAGE.

BD&R Holistic Health Care Solutions is the healthcare division of Best Foot Forward. Based in south Florida, with offices in Chicago, BD&R works with MCOs — primarily Medicaid health plans — to help them re-establish contact and connect with their hard-to-reach, high-utilization, or target-risk group members in efforts to engage these patients in better utilizing their existing insurance coverage, thus improving health outcomes and company proficiencies. BD&R also helps MCOs manage their process for welcoming new enrolled members, as often contact information is spotty or inaccurate.

By providing health engagement solutions that are carefully customized and designed, BD&R assists Medicaid health plans to meet key targets and enhance member engagement, patient education and financial goals. With easy-to-follow processes that help patients better utilize their existing coverage, we can improve healthcare outcomes, while also supporting MCOs to boost not only their HEDIS scores, but their financial bottom-lines as well. A true win-win for all.

The Challenge.

Most Medicaid health plans have a large percentage of their member population MIA with no means of communicating with them. As a result of bad phone numbers, emails and mailing addresses on file, plans can no longer communicate with their insureds. Due to this lack of communication, an enrollee's health care suffers with no preventive or ongoing care and important medical prescriptions ceasing to be refilled. And this situation is only negatively compounded in non-human costs as well, with pricey emergency room and hospital visits increasing, which significantly impacts MCO's efficiencies, objectives and results.

But BD&R has a holistic solution!

BD&R Holistic Health Care Solutions

LOCATE. EDUCATE. ENGAGE.

Locate and Engage.

Because it's a widespread problem that today's Medicaid health plans are struggling to find their enrollees, BD&R has developed a workable approach specially customized for each MCO's specific needs. Our proven location tools use effective and personal phone-based strategies to not only locate and identify these hard-to-reach individuals, but once connected can engage the patient in whichever ways the plan wishes. Using clear, friendly and easy-to-understand language (without confusing healthcare lingo), BD&R's professional staff can accomplish any of the following:

- Gather brief complexity screenings and medical histories
- Schedule primary care physician, home health, or clinic appointments/visits
- Use "warm phone transfer" to connect enrollee to a health plan care coordination team member
- Communicate the importance of diagnostic procedures (i.e. mammograms, diabetic testing, STDs, child care, etc.)
- Provide updated contact information to the plan for additional information

Additionally, BD&R professionals can simply educate the member, increasing their knowledge about their health plan, the services available, and how to access them – as many don't understand how to utilize benefits.

Proven Track Record.

BD&R has a notable and successful track record of locating missing patients. Health plans have determined that by partnering with BD&R, they have greatly expanded their capabilities in engaging their high-utilization, high-risk, hard-to-find, and new members.

Unlike our competitors that simply update address and phone number lists, BD&R uses a holistic healthcare solution approach to perform the predetermined action on behalf of the plan -- like steering them away from costly emergency room visits and back to plan physicians. And by using such personalized "phone-based" techniques like customized calling and never computerized "robo call" methods, BD&R can work efficiently and effectively in any U.S state.

To find out how BD&R Holistic Health Care Solutions can put together a specially-designed program for your company, contact us at (954) 947-2250 or at info@bestfootforwardsales.com

www.bestfootforwardsales.com

