THE PICTURE OF HEALTH
DEAR FRIENDS,

If you could capture an image of our community at this moment in time, it would reveal a lot. The kind of movement and energy our region hasn’t seen in decades. The strength of our partnerships. The growing well-being of the individuals we serve.

Today, there is an unmistakable sense of vitality and resurgence in Western New York, from the ongoing development of the waterfront and downtown Buffalo to our growing reputation as a bike-friendly community.

To keep moving forward, we need to help transform Western New York into the high-quality, high-performing health care community it has the potential to be. By helping families, businesses and the local economy slow the trend of rising health care costs through a focus on enabling health and healthy living, we can do just that.

In Western New York, we know how to work together—so it’s no surprise a widespread spirit of collaboration thrives here, evidenced by partnerships between Independent Health and providers, as well as public-private partnerships and community-based coalitions that leverage resources to improve public health.

Independent Health is in a unique position to continue leading the way in this effort by investing in the growth and revitalization of primary care, and working with physicians to improve the health of our community. We also offer products, benefits and services that encourage healthier lifestyle choices.

Through our community outreach and the work of the Independent Health Foundation, we remain dedicated to improving the physical and mental health of every Western New Yorker. That’s why we engage with local organizations to provide the education, support and tools individuals need to lead healthier lives—always striving to create a culture of health.

I invite you to become acquainted with our many efforts to help families and individuals of all ages get active and involved in efforts to improve their health. I also hope you seize opportunities to enhance your own health and bring your friends and neighbors along on the journey—whether you grab a Reddy bike and take part in Slow Roll Buffalo, sign up for our Health and Wellness Challenge with the Buffalo Bills, join us for a free Fitness in the Park outdoor fitness class or enjoy a healthy option at Larkin Square Food Truck Tuesday.

And for now, as you read on and gain a better sense of all we can do together, I hope you will look ahead to help define what the picture of health looks like—and discover your place in it.

Thank you.

Michael W. Cropp, M.D.
President and CEO
Independent Health began in 1980 as the culmination of an effort led by a community group to demonstrate Western New York could benefit from a health maintenance organization (HMO). Back then, as one of Western New York’s first HMOs, we served 2,785 members. Today, we provide a variety of health benefit services and products to nearly 400,000 people in Western New York and across the country. Throughout our history, Independent Health has addressed the ever-changing needs of the community and our membership, while delivering the utmost in quality, value and service.

**Products**

Our comprehensive portfolio of progressive products includes commercial fully insured products, Medicare and Medicaid plans, traditional indemnity insurance, individual and small group Exchange products, plus coverage for self-funded employers.

**Awards and Recognition**

Independent Health has consistently been rated among the top health plans in the country for customer service and member satisfaction. Among some of our accolades, we are:

- Rated 4.5 out of 5 for our HMO/POS (Commercial/Private) line of business and 4 out of 5 for both our Medicare HMO and PPO products, according to the National Committee for Quality Assurance (NCQA) Health Insurance Plan Ratings 2016-2017.

- Independent Health is the second highest ranked health insurance plan for member satisfaction in the New York region, according to J.D. Power’s 2017 U.S. Member Health Plan Study.

- Ranked one of the Best Companies to Work for in New York by the New York State Society for Human Resource Management, in conjunction with Best Companies Group, Journal Multimedia Corporation and the Business Council of New York State for 10 straight years.

**Special Services and Subsidiary Companies**

Independent Health has augmented our highly successful insured product portfolio with services that employers and employees need to better manage their health care expenses, including:

- **Pharmacy Benefit Dimensions®** – Our pharmacy benefit management company.

- **Nova Healthcare Administrators®** – Our administrator of self-funded employee benefit programs, including medical, dental and vision services.

- **Reliance Rx®** – Our specialty pharmacy subsidiary for people living with severe and chronic medical conditions.

- **DxID®** – Our ancilliary company established to improve efficiencies and the affordability of Medicare Advantage plans.

- **Evolve Practice Partners℠** – our newest company to help physicians achieve excellence in a value-based model of care.
A snapshot of our healthy community

Our Community Partnerships
To get the full picture of health in a community, you need everyone in the frame. At Independent Health, we build partnerships across our community to get all of Western New York on board in growing our well-being. From helping Buffalonians take a spin around the city to making movement a little more fun, we’re creating connections to help everyone who makes up the place we call home get involved in healthy living.

A ride on the healthy side

Taking Movement to the Streets with Reddy bikeshare
Have you seen red bicycles zipping all around Buffalo? Developed in partnership with Shared Mobility, Inc., we’re proud to help bring Reddy bikeshare, an initiative that brought these GPS-enabled bicycles to our local streets for short-term, shared use. A fleet of 200+ of them is now available to help Western New Yorkers and visitors get around, get healthy and have a little fun—all at the same time.

Available for use with a daily pass, monthly pass or even group pass, the Reddy bikeshare program is open to all. Companies around town can also choose a corporate membership to get their team moving and offer a healthy perk. Now, people have a chance to get moving all around Buffalo—from the waterfront and downtown to residential areas. Get started at reddybikeshare.socialbicycles.com.

First Year Results

766,080 calories burned

About 7,500 chicken wings worth—not counting blue cheese

11,986 trips taken

With an average trip length of 2.1 miles

17,614 miles traveled

Roughly the same distance as traveling from Buffalo to New Zealand and back
MORE OF OUR COMMUNITY PARTNERSHIPS

Buffalo Bills
As the official health and wellness partner of the Buffalo Bills, we team up with our hometown heroes on several initiatives, including the Independent Health and Buffalo Bills Health & Wellness Challenge, the Fitness for Kids Challenge and Buffalo Bills Play 60 Challenge. Or, if you’re looking to eat better at the games, watch out for Healthy Options® menu items at New Era Field.

Buffalo RiverWorks
Whether it’s sunny and warm or a bit on the chilly side, Buffalo RiverWorks hosts activities that get you moving no matter the season. Independent Health members can show their ID card to take advantage of discounts on these activities—from kayaking and paddleboarding in the summer to curling and skating in the winter.

Buffalo Museum of Science
In partnership with the Buffalo Museum of Science, we created Explore YOU, a year-round, hands-on experience to explore all there is to know about the human body, ways to stay healthy and how technology can make us all healthier. In addition, every January the museum hosts the Independent Health Community Health Day (with free museum admission) featuring nutrition, fitness and healthy habits activities for the whole family plus free health screening for adults. Independent Health members can also take advantage of discounts for annual memberships any time.

Fitness in the Parks
A free weekly exercise program at numerous sites across Western New York created with the help of the YMCA, Fitness in the Parks is open to the entire community during our beautiful Western New York summers, and features instructor-led Pilates, Zumba and yoga classes to make movement fun!

The Biggest Loser Resort Niagara
In February 2012, Independent Health teamed up with Snyder Corporation to bring The Biggest Loser Resort Niagara to Western New York. The resort engages participants in their own health and gives them the tools they need to adopt lifestyle changes to stay healthy and reduce their risk of chronic disease.

GObike Buffalo
Healthier bodies and a cleaner environment? It’s the best of both worlds. By partnering with GObike Buffalo, we helped a great idea blossom into a successful non-profit focused on bringing environmentally friendly transportation options to the city of Buffalo.

Slow Roll Buffalo
There are few places more beautiful than our City of Good Neighbors… and few ways better to see it than by bike. We’re proud to present this free group bicycle ride that follows a different route each Monday night (May–October) to celebrate and experience our city in a healthy way.
A SNAPSHOT OF A STRONG FOUNDATION

The Independent Health Foundation

How do you help a community achieve its best health—and benefit all who live there? Start with a healthy base for everyone who needs it. The Independent Health Foundation works to do just that by delivering support and resources people need to live healthy lifestyles today, and get healthy results in the future. In everything we do, we live our mission of improving the health and well-being of Western New Yorkers.

AND 1.5 MILLION OPPORTUNITIES FOR IMPROVED HEALTH

25 Years of Getting Better Together: Celebrating Our Silver Anniversary

These are just some of the achievements that the Independent Health Foundation has been a part of in our 25 years working with our community, our partners and everyone who believes in working for the well-being of Western New York. Since our founding in 1992, we’ve hosted hundreds of programs, seminars and events, most of which are free or available at reduced costs. Through education to screenings, connecting kids and families or simply sharing resources, reflecting on what we’ve done together gives us even more inspiration to keep positive momentum going.
Healthy Options

Every Western New Yorker (and most of our visitors) know our area has incredible choices when it comes to delicious food. Unfortunately, a lot of them (chicken wings, anyone?) aren’t the healthiest. To make dining out healthy and tasty, we’ve partnered with local restaurants and food trucks to develop heart-healthy menu options. From brick-and-mortar locations around Buffalo to booths at the Taste of Buffalo food festival, now we all have more healthy choices than ever. Even Food Truck Tuesdays at Larkin Square are healthier than ever with the introduction of The Salad Bar Truck, Buffalo’s healthiest food truck featuring only fresh ingredients and vegan, vegetarian and gluten-free menu items.

First Night Buffalo

For nearly 30 years, Western New York families have chosen First Night as the drug- and alcohol-free place to be for New Year’s Eve. Each year, thousands of Western New Yorkers get together to ring in the New Year with a family-friendly mix of visual and performing arts, music and dance, sports, kids’ activities and so much more.

Kids Run

Each June, kids and their families have the chance to get moving at this fun, free family event in Delaware Park. Featuring a mini dash for kids ages 2-5, and a 1.8 mile family run/walk, the event is the perfect way for families to lace up their running (or walking) shoes in a no-pressure setting.

Good for the Neighborhood

A healthy community needs to be well everywhere—including areas where access to health care is limited. In partnership with community-based leaders and organizations in Western New York, we work to bring health and wellness programs right to the people and neighborhoods who need them, raising awareness and sustaining healthy lifestyle changes.

Soccer for Success

A free after-school soccer program for kids in grades K-8, this partnership between the Foundation, the Buffalo Soccer Club, and United Way of Buffalo and Erie County helps kids get the exercise they need while having plenty of fun along the way. Coaches also work as mentors to encourage doing well in school and avoiding negative influences, while family members get important information on good health and nutrition. Score!
Our Unique Benefits and Services

We know the power of a good idea, and believe that a community ultimately gets healthier through innovation. With that in mind, we’ve worked to develop smarter, simpler tools and resources to help our members take action in taking care of themselves. From benefits that financially reward eating well, to encouraging people to get into the gym, to connecting members with physicians electronically, these new additions are ultimately good for us all.
SIGNATURE BENEFITS AND SERVICES

**Nutrition Benefit**
We all know a healthy body needs all the right fuel. To make eating right easier for our members, we partner with TOPS Friendly Markets—and for every two dollars spent on fresh fruits and vegetables, our participating members earn a one-dollar store credit for future grocery purchases. Eating right is more rewarding than ever.

**Telemedicine Benefit**
When you can’t reach your primary care physician, our telemedicine benefit (provided through Teladoc®) allows you to talk with a doctor anytime, anywhere by phone, mobile app or online 24 hours a day, seven days a week for a low copay. Whether you have a common illness or you’re away from home, this benefit can help save our members time, money and a whole lot of worrying.

**FitWorks®**
Of course, we should all be healthy for healthy’s sake…but a little extra motivation never hurts. Members have access to our FitWorks programs, our free online wellness tools to help set and achieve health and wellness goals. Whether you need a little extra encouragement to stay on track or need help in finding a fresh start, these programs have something for everyone. No matter the program, members can participate in challenges, connect with others, keep track of healthy changes in their well-being journal and take goodness on the go with the FitWorks mobile app.

**FitWorks Rewards** (for Individuals and Small Employer Groups) helps keep members motivated and on track with their health goals, including self-reported challenges (like eating more fruits and veggies and drinking plenty of water) or claims-verified challenges (like getting a mammogram or routine blood work). By earning points for different challenges, members get in the running for $100 and $250 Visa Rewards Cards to use on a variety of health and wellness goods or services, such as a gym memberships, workout apparel, fresh fruits and vegetables, healthy cookbooks and more.

**FitWorks Prime** (for Large Employer Groups) offers the same structure as FitWorks Rewards, while giving employers a chance to offer their own customized challenges, health activities and tailored rewards.

**FitWorks Medicare** (for Medicare Advantage and Group Medicare Members) is designed specifically to help our Medicare members stay motivated and on track by offering an annual reward. Members simply complete their choices of challenges (including preventive services, dental exams and even choosing to go paperless) to earn 100 points and receive a $50 gift card to TOPS Friendly Markets.

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1. between January 2016 and March 2017
2. includes commercial and self-funded large employer groups
Our Population Health Initiatives

Independent Health has a history of collaborating with physicians on pioneering efforts to revitalize primary care and improve population health. Through our partnership with some forward-thinking, high-performing physician practices in Western New York, we are on the leading edge of the movement to a value-based model of care that improves quality and patient satisfaction, while lowering the trend of rising medical costs.
The Primary Connection

In 2012, Independent Health helped establish The Primary Connection, an innovative, physician-led initiative that takes a coordinated approach to enhanced quality, access and affordability. Composed of a group of 200 elite primary care physicians from 35 practices treating approximately 121,000 Independent Health members, The Primary Connection is committed to providing the highest level of quality care in the most efficient manner. Through this progressive approach, Independent Health and The Primary Connection improve the patient’s care experience, transform their relationships with specialists to achieve closer coordination of care, and accomplish better outcomes, which leads to lower costs.

Leading the way to an improved care delivery system in Western New York – The Primary Connection physicians are a vital link between patients and the health care delivery system. As a result of the primary care physicians’ care delivery transformation, the ultimate outcome is greater patient satisfaction, better health outcomes, and lower health care costs not only for the patient but the entire health care system.

Evolve Practice Partners

We recently launched Evolve Practice Partners to help our physician partners achieve excellence in care and best patient outcomes in the emerging value-based environment. Evolve Practice Partners will seamlessly provide back-office support to practices in The Primary Connection, allowing physicians to spend less time on administrative functions and more time caring for their patients and population health.

Comprehensive Primary Care Plus

The collaborative efforts of Independent Health helped secure the selection of the Greater Buffalo region to participate in The Centers for Medicare and Medicaid (CMS) Comprehensive Primary Care Plus (CPC+) Initiative. Our region was one of only four areas in the country selected for the second phase of CPC+, an advanced medical home model aimed at strengthening primary care in an effort to support improved care, population health and lower health costs. The initiative will involve primary care providers in Erie and Niagara counties, and will begin in 2018.

Behavioral Health Integration Program

We know that mental health is just as important as physical—yet for those dealing with behavioral health concerns, help can seem out of reach. Designed by Independent Health, this new approach holistically engages patients by placing licensed mental health counselors in eight family and pediatric practices in Western New York. This change has made it easier for families and individuals to get the help they need efficiently and effectively.
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