



The Power of Shared Decision-Making[®] Support

FULLY INFORMED PATIENTS OFTEN OPT FOR LESS-INVASIVE, MORE COST-EFFECTIVE OPTIONS.

Did you know a patient in Seattle, Washington is 60% more likely to have back surgery than one in Cleveland, Ohio? These types of “unwarranted variations” – where multiple acceptable treatment options are available – can often be avoided through the process of Shared Decision-Making[®].

That’s why it’s important for people to be able to make health care decisions based on the best clinical evidence available, as well as their own values and preferences.

Avivia Health offers Shared Decision-Making support that empowers members with the information they need to evaluate potential risks and benefits, work confidently with their physicians, and make informed choices. Information that’s unbiased. Evidence-based. Easily digested.

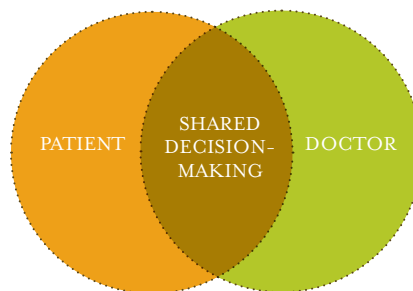
In that way, patients can feel like they are part of the process and not be overwhelmed by mountains of information, while gaining a better understanding of their treatment options.

Even better, up to 30% of these more-informed patients tend to choose less aggressive, less invasive and more cost-effective options – and that’s good for everybody’s bottom line.

To learn more about the power of Shared Decision-Making support, call **1-877-4AVIVIA** or visit **www.aviviahealth.com**.

Studies have shown that when patients are armed with the information they need to intelligently discuss treatment options with their doctors, patients are more likely to make decisions that fit their own preferences – and that are often more cost-effective.*

* O’Conner, A. et.al. “Modifying Unwarranted Variations, in Health Care: Shared Decision-Making Using Patient Decision Aids.” Health Affairs, October 7, 2004: VAR 63- VAR 72



Avivia Health
FROM KAISER PERMANENTE

Shared Decision-Making[®] programs are developed in partnership with the Foundation for Information Medical Decision-Making. The Foundation is a widely renowned non-profit organization dedicated to increasing the individual’s involvement in health care decision-making.

AVIVIA HEALTH.

The only health management solutions powered by Kaiser Permanente's 65 years of direct patient care.

It is critical to meet your members' disparate health needs. But in today's increasingly complex health care environment, delivery of health support is often piecemeal and disjointed. There is a better way.

Avivia Health From Kaiser Permanente is a Wellness and Condition Management provider that offers a comprehensive suite of health, wellness, and productivity optimization programs that help control health care costs and give members the resources they need to move toward a better path to life.

Avivia Health delivers an integrated, seamless program. Through our Avivia Complete and Avivia Select products we can deliver a range of options that meet and exceed your company's health management needs.

Avivia Health serves medium- to large-sized employers, community health plans, government entities, and labor and trust organizations. Our services are available in all 50 states.

Avivia Complete is our comprehensive, customizable health management solution, addressing the broadest range of your member population. Intelligently TailoredSM to focus on the whole person, our process engages your organization's entire health spectrum as well as all aspects of each individual's health to improve outcomes and promote a healthier life for every member.

Avivia Select was specifically designed for organizations with 5,000+ members. This innovative product consists of three pre-packaged Wellness and Condition Management solutions powered by Kaiser Permanente's 65 years of evidence-based care.