

**Simplifying the confusing world of health insurance**  
**Connecting you to affordable, superior care**  
**We make it easy to stay healthy.**

## **Our Charter**

North Shore-LIJ CareConnect is in the business of making it easy for people to get and stay healthy. That means our business isn't just business—it's personal. After all, health care isn't like any other product. People come to North Shore-LIJ because they're worried, maybe even scared, about their own well-being or a possible problem facing a loved one. North Shore-LIJ CareConnect's message to them: *You worry about getting better. Let the North Shore-LIJ family worry about everything else.* That means every form we file, every piece of technology we buy, every call center procedure we put in place must reduce our members' stress and smooth their way to the high-quality care they need.

In the complicated world of health care, North Shore-LIJ CareConnect is the simplicity crew. Think of all the decisions and questions that come up for someone faced with a medical concern. Who is the right doctor? Is he or she in my network? Will my treatment be approved? Where do I have to go to get blood drawn, a prescription filled, a CT scan or X-ray done? How long will I have to sit on the phone to get an appointment with my doctor—and how long will I have to wait until I can actually get in the door?

North Shore-LIJ CareConnect's mission is to make all of that easy. We've assembled a highly select group of top doctors that includes all of North Shore-LIJ's employed physicians and many affiliate community physicians, so picking the right provider is worry-free. As for all the questions that come up: We have a fix for those, too. Our aim is for every phone call to North Shore-LIJ CareConnect to reach not a machine or an endless phone menu but a 'CareConnector'—a person who will either know the answer or personally track it down. That same phone call is a seamless, no-sweat way for a member to make an appointment with a doctor—within a day if necessary, not six weeks in the future.

Not only will we make members' appointments, we'll be there to help every step of the way. For instance, we'll make sure members find their chart updated and waiting at the doctor's office (including information about personal and family history, so that they don't have to fill out the same form over and over). If they owe anything, we'll make sure they understand why. Better than that: We'll provide all the information they need to understand any potential costs before they go. At North Shore-LIJ CareConnect, we understand that medical bills can cause nearly as much damage as medical problems—in 2007, medical bills triggered more than 60 percent of all bankruptcies, a Harvard study showed. We're proud to give our members access to excellent care that is also supremely affordable.

At North Shore-LIJ CareConnect, we know that the right health care solution does more than help people manage disease—it helps them enjoy optimal vitality. Our CareConnectors identify wellness programs that can help our members reach their fitness goals, drop a few pounds, lower their stress levels—all the moves that can help them flourish and lower their risk of disease. If

someone is struggling with an illness, we're there to navigate and guide, translating medical terms into easily understood language, making sure options are clear, and setting up whatever support is needed to aid in recovery and maximize well-being.

At North Shore-LIJ CareConnect, we know that people will count on us at some of the happiest and some of the most difficult times of their lives. We will always be there for them, and we will stay connected. Our service comes from the heart, because we care. Our customers entrust us with their most precious possession: their well-being. It is our honor and our passion to serve them.