

**EXEMPLAR**  
THE HEALTHCARE PARTNERSHIP ORGANIZATION

**More Lives. Better Reimbursements.**

## EXEMPLAR HEALTHCARE PARTNERSHIP ORGANIZATION NEWS

Thank you for being a proud member of the Exemplar Healthcare Partnership Network. Throughout the year our team was actively visiting with perspective members to ensure we all have an opportunity to succeed in growing our businesses. Our team is excited to bring you up to speed on recent news and happenings with Exemplar, its partners and within the ever-changing healthcare industry. If there's anything you ever want featured, please email me directly at [Amanda.Fleming@ExemplarHPO.com](mailto:Amanda.Fleming@ExemplarHPO.com). We look forward to growing Exemplar with all its partners.

[Visit our Website](#)

**EXEMPLAR**  
INSURANCE ASSOCIATES



### **EXEMPLAR INSURANCE ASSOCIATES INKS NEW PARTNERSHIP WITH LASSO HEALTHCARE**

Exemplar Insurance Associates has negotiated and now partnered with

Lasso Healthcare as its newest Field Marketing Organization.

Lasso Healthcare is a Medicare Savings Account available to Medicare beneficiaries. Like most traditional Medicare Advantage options, Lasso Healthcare is also a zero premium plan. There are three major differences between the Lasso Medicare savings account and its competitors' medicare advantage plans, which are all big wins for the Exemplar network.

First, there are **no networks!!!** Yes, you heard that correctly there are no networks,

members may visit any provider they wish as long as they accept Medicare patients. This is a **big win for Exemplar physicians**. Now regardless of which networks you may or may not belong to, all Lasso members can enjoy going to your practice.

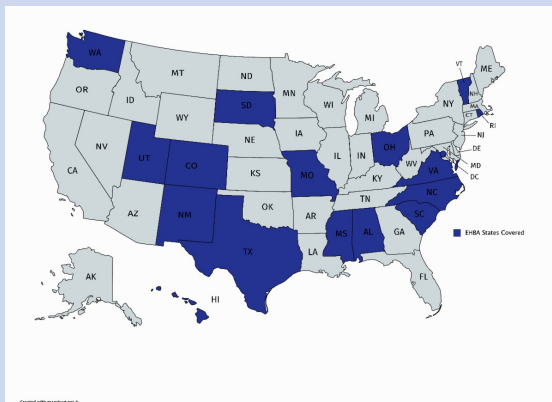
Second, CMS has mandated that you can not bundle a PDP plan with a MSA like Lasso, a PDP must be purchased separately. This is another **huge win for the pharmacies** that have joined Exemplar. Our insurance agents now have complete flexibility to choose a Part D plan for our members. This allows us to not only choose a plan that is best for our clients but is also best for your stores regarding reimbursements. This plan is going to give customers a zero premium Medicare health option and in 2021 will pair nicely with Exemplar's own PDP.

Lastly, the **unique design of an MSA** gives clients ultimate flexibility in healthcare spend. If a member chooses Lasso as their medical provider Lasso will deposit \$3,240 dollars into their savings account. These dollars are tax free and roll over year-over-year. If a member uses all their money in a calendar year they begin paying a deductible. Once the deductible is met everything from that point on is covered at 100%! Some interesting facts:

- Last year less than 3% of members went through their savings
- Anything in your savings account above \$2,000 can be invested
- Almost 20% of members last year used zero of their money. The money deposited for the client to keep.

For healthy patients, their account will grow to a very large size. Monies saved can only be used on medical expenses which will boost OTC and retail sales in the Exemplar pharmacy network. Ultimately, a great victory for the network as a whole. Lasso Healthcare is currently in twenty six states and has aggressive plans to be in all fifty.

We at Exemplar Insurance Associates are always cognizant that our network demands two things, more lives, and better reimbursements. Our strong partnership with Lasso is just the latest opportunity to achieve that goal.



## Exemplar Healthcare Benefits Administrator (EHBA) Expands into New States

Exemplar Health Benefits Administrator recently expanded its TPA state licensure to new markets including the states of Alabama, Colorado, District of Columbia, Hawaii, Missouri, Mississippi, New Mexico, North Carolina, Ohio, Rhode Island, South Carolina, South Dakota, Texas, Utah, Vermont, Virginia and Washington

To learn more about [EHBA click here](#), or follow us on [LinkedIn](#) to stay up to speed on our news and events.

## Exemplar Physicians Clinical Management Services Elevates Offerings

EPCMS continues to evolve its offerings for network members. Most recently, we added extracting billing data export into CSV format to be able to upload into billing software for eClinical Works users.

Another way we are helping facilitate the businesses of the network!



## EXEMPLAR TO ATTEND THE NCPA ANNUAL CONFERENCE IN SAN DIEGO (Oct. 26 - Oct. 29)

The Exemplar team will attend the NCPA 2019 Annual Convention in San Diego. To set up a meeting during the conference, feel free to reach out to our Partnership Development team at [info@exemplarhpo.com](mailto:info@exemplarhpo.com). Our team will be located at **Booth 1128**. We look forward to meeting with attendees to illustrate the power of the network and our commitment to helping independents grow their businesses!



## STAYING CONNECTED WITH THE NETWORK

### TIPS FOR PHARMACY OWNERS

Exemplar is committed to helping the independent pharmacy and physician network. Here are some tips to ensure that you thrive in today's world and remain committed to your patients, as well as your surrounding communities for generations to come. Have your own tip or want to be featured in next month's newsletter? Contact us at [info@exemplarhpo.com](mailto:info@exemplarhpo.com)

- 1 Connect with your Community.** By participating in local events and activities, you become more engaged with your patients and **build credibility** for your Pharmacy.
- 2 Stay Educated.** As the healthcare industry evolves its best to attend industry events and participate in local and national pharmacy organizations. Also, keep your **licenses renewed!**
- 3 Get to Know Your Patients.** Whether its meeting new patients or strengthening relationships with tenured patients – the **better you understand them** the easier it will be to fix problems and prepare for the future.
- 4 Network.** Get to know other pharmacy and local business owners. Don't be afraid to **build equity in your brand** across all means available – local associations, Exemplar and social media (i.e., LinkedIn, Pharmacy Groups, etc.)

