

Health First Network 2003 Report
Connect to the Future

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**Connect
to the
Future**

Health First Network is an integrated and comprehensive network of physicians dedicated to improving the health care experience and quality of life of people in our community.



A letter from the Chairman of the Board:

This past year embodied significant and exciting growth for Health First Network. Our decision to change the ownership between MED3000 and Health First Network of Northwest Florida in September 2002 represented the beginning of a new era for our company. In February, we welcomed our new CEO, Robin Herr, who committed to collaborating with the Board of Directors and the staff to create a vision for our future. As a first step, we met in April for a weekend Board retreat to envision the possibilities for the future. The outcome of this meeting was a decision to focus on three key objectives: **develop brand awareness for HFN, grow health plan membership, and become a more valuable resource for our physicians and their practices.**

With this roadmap, Robin and his staff set out to make it happen. They began with brand creation – the foundation for success. The new brand provides HFN with an overreaching image. It also provides a cohesive connection for our company. Since April, we have introduced the new corporate logo, *Connect*, a brochure, and our new Web site. These items help us communicate with our physicians and create a clear message about who we are and what we do. The move to our new location contributes to our individual identity and increases awareness of HFN in the community. Behind the scenes, the HFN team is working with health plans to grow membership and with physician practices to provide workshops, seminars, and resources that will help them maximize the effectiveness, efficiency, and profitability of their practices.

Our work has just begun. We have a strong foundation upon which to build as we enter this new phase of our company's development. As we look to the future, we believe the investments we are making today will ensure the continued success not only of Health First Network but also of the physicians who make up our network.



William A. Zimmern Jr., M.D.
Chairman of the Board

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SUCCESS

An update from the Health First Network leadership:

Since we last reported to you, Health First network has experienced a continuation of the success of recent years. This success has occurred on several fronts:

Financial

- *Profitability has been maintained*
- *The balance sheet remains strong with adequate reserves and a good cash position*
- *Income continues to increase*

Products

- *The Medicare Choice product continues to be winner*
- *On Oct. 1, 2003, Health First Network assumed management of the Healthy Kids program for Escambia County*
- *Health First Network is currently exploring the feasibility of contracting for a Medicaid HMO*

Care Management

- *The Medicare Choice and the Healthy Kids products allow physicians to manage patients along the entire continuum of care*
- *Focused efforts by our medical directors have initiated processes to reduce unnecessary costs from the health care system (i.e., emergency room usage)*

Operationally, HFN continues to achieve high marks from our health plan partners through our vendor, MED3000.

The success of Health First Network in the past year has encompassed most aspects of our business. With continued diligence, we can even exceed our past successes.



Robin D. Herr
Robin D. Herr
Chief Executive Officer



Charles H. Brewer
Charles H. Brewer
Executive Director

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Richard Matthews, M.D.
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Dennis Mayeaux, M.D.
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I. Harrison Moore, M.D.
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Clifton Wyrosdick, M.D.
Jon Yoder, M.D.
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William A. Zimmern, Jr., M.D.

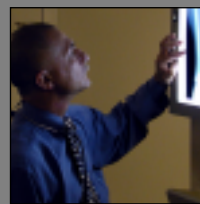
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W. Daniel Doty, M.D.



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Humam Hameda, M.D.
Saad Rahman, M.D.
Ronnie Wiles, M.D.

NEUROLOGY

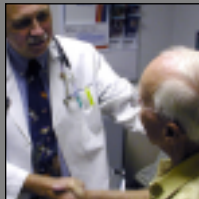
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Aref Rifai, M.D.
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Joseph Davenport, M.D.

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Robert Stanton, M.D.

PEDIATRIC PULMONOLOGY

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PEDIATRIC SURGERY

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Cynthia Reyes, M.D.

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Peter Butler, M.D.
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Ted Ortega, M.D.
Marcos Ortega, M.D.

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Keane L. Arney, M.D.
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Michael A. Brown, M.D.
Ulrich Genzmer, M.D.
John J. Koszuta, M.D.
Frank Messina, M.D.

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Joseph Weaver, M.D.

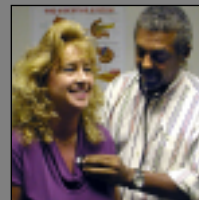
RHEUMATOLOGY

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Robert Rubey, M.D.
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Joseph Leon, M.D.
Robert Rubey, M.D.
John A. Tucker, M.D.

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Frank Greskovich, M.D.
Brett L. Parra, M.D.
Dennis H. Peters, M.D.
Eduardo Puentes, M.D.
Thomas Zachos, M.D.

HONORING OUR PAST:

Health First Network has provided quality health care to the Northwest Florida community since 1985. About 500 physicians strong, we pride ourselves on the connections we have made both inside and outside the network. We've had a tremendous impact in the health care arena. Regardless, our work remains unfinished.

Health First Network seeks to never arrive, but instead to continuously evolve into an even more responsive, stable, and sustainable force amidst an ever-changing health care environment. We recognize an unprecedented opportunity to grow and are committed to building a bright future for our network of physicians.

Building on a Strong Foundation:

Milestone Successes of 2003

September 2002—A New Era

Just over a year ago, Health First Network of Northwest Florida made a monumental decision to change ownership from MED3000, marking a new era for our organization. Although we have maintained a strong and stable business relationship with MED3000, this changeover positioned the network for unprecedented growth. Today, we are on the dawn of new possibilities. And, the possibilities are endless.

February 2003—New Leadership

This past winter marked the search and hiring of a new CEO, Robin Herr. Building on 35 years of management experience, Robin pledged to work closely with both the Board and staff to create a strategy for the future of Health First Network.

April 2003—A Time to Reflect

Health First Network kicked off the spring by holding a weekend planning retreat. The purpose was to chart a strategic path aimed at moving Health First Network to the next level. Three key objectives emerged from the meeting:

- Create a strong brand
- Increase market share
- Become a more complete and valuable resource to physicians

May 2003—Brand Creation

Beginning in May, and continuing throughout the summer and fall, Health First Network began implementing the strategic plan, most notably through brand creation. Efforts included the unveiling of a new logo, the introduction of *Connect*, the production of a brochure, and the launching of an enhanced Web site.

October 2003—Opening the Doors to a Bright Future

All of our upfront branding efforts culminated in the move to a new corporate center, intended to “house” the network and represent the place our vision comes true.



UNFOLDING OUR FUTURE:

Our Initial Steps toward a Bright Future

Our Identity

During our spring Board retreat, we felt a need to increase an understanding of who we are and what we do. We began by exploring the issue ourselves; we ended with the creation of a brand identity statement:

Health First Network is an integrated and comprehensive network of physicians dedicated to improving the health care experience and quality of life of people in our community.

Bottom line, this is the message we want to walk and talk. Our identity statement serves as the foundation for everything we do. It's more than words. It's who we are.

Our Three Key Objectives

Once again, our retreat culminated in the development of three key objectives for growing Health First Network.

- **Establish a Strong Brand**

To date, Health First Network was virtually unknown. This provides the opportunity to create a new palette. Our future hinges on establishing a strong identity among the community, employers and employees, health plans, and physicians. People can't choose what they don't know. We need to create top of mind awareness so that "Health First Network" becomes synonymous with the "physicians and health plans of choice" in this market.

- **Build Market Share**

We see a tremendous opportunity to increase market share. Currently, through its plans, Health First Network serves 11 percent of the four-county population in which it operates. We serve 3 percent of the Medicare population and less than 1 percent of Medicaid patients. We plan to raise these numbers, generating more dollars for our physicians and enhancing health care in this area. The breadth and depth of our network will help us achieve this goal.

- **Become a Complete and Valuable Resource to Physicians**

Our goal is to continuously evolve as a resource to physicians. Reaching our vision rests on our helping members operate more efficiently and effectively. Whether supporting their administration, providing them with local representation, or opening the lines of communication among colleagues, we promise to help physicians in every possible way.



Our New Logo

In July, Health First Network unveiled a new logo – one that we believe speaks volumes about our vibrant future. Our key objective in designing a new visual identity was to communicate effectively the energy and momentum behind Health First Network. We chose the design and color based on messages of movement, stability, strength, leadership, and passion. We balanced the importance of building on our history while creating our future. And, in keeping with our vision, we focused on “Health” and “First” while positioning the “Network” as supporting these concepts.

Brand Development

Health First Network has also introduced these branding tools:

Connect: This monthly newsletter targets physicians to keep them informed (We will produce an expanded issue quarterly for distribution to a wider audience).

Brochure: A new resource for physicians to give their patients, this brochure positions Health First Network as an elite circle of physicians who raise the bar of excellence in the health care arena. It sheds light on the network’s team approach to medicine, credentialing process, community standards, and local medical director, among other things.

Web site: Updated to reflect the momentum of the network, www.hfni.com puts valuable information at the fingertips of both physicians and the greater community, including a comprehensive network database, HFN news, workshop information, and health links.

LOOKING TOWARD THE FUTURE:

What's Next?

Our achievements so far represent only the beginning of great things to come. Building on a strong history and our brand platform, we face **limitless possibilities**. In addition to the above accomplishments, we are taking great strides to deliver on our promise. For example, we are in the midst of expanding on an already strong offering of workshops to help physician practices with everything from customer service to business communications to process improvement.

Furthermore, we are **deepening our connections** with physicians, health plans, and the community. Our involvement with Healthy Kids and WellCare Plus Choice is greater than ever.

And, we are exploring ways to give back in a greater way to the community, to be a strong corporate citizen. We encourage our network of physicians to do the same. We believe if we all work together, we stand to positively affect tens of thousands of lives.

We are working hard to build a healthy community one person at a time.