

**North Dakota Legislative
Management's Industry,
Business and
Labor Committee**

November 3, 2009

Mark Halvorson, Vice President, Business Development

1974: Medica

Medica is a non-profit family of four health insurance businesses, a health management company, and a charitable foundation.

- Medica Health Plans
- Medica Health Plans of Wisconsin
- Medica Insurance Company
- Medica Self-Insured
- Medica Health Management, LLC
- Medica Foundation



Mark Halvorson, Vice President, Business Development

Medica Serves:



Over 1.4 million
members

- 11,000 employer groups
2 – 40,000 employees
- 20,000 individuals
- 90,000 seniors

Mark Halvorson, Vice President, Business Development

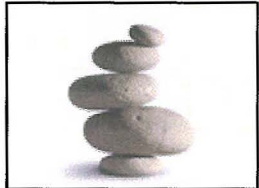
Medica Provides:



Health insurance products



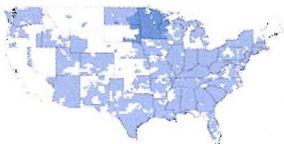
Care management services



Health and wellness products



Web-based consumer health resources



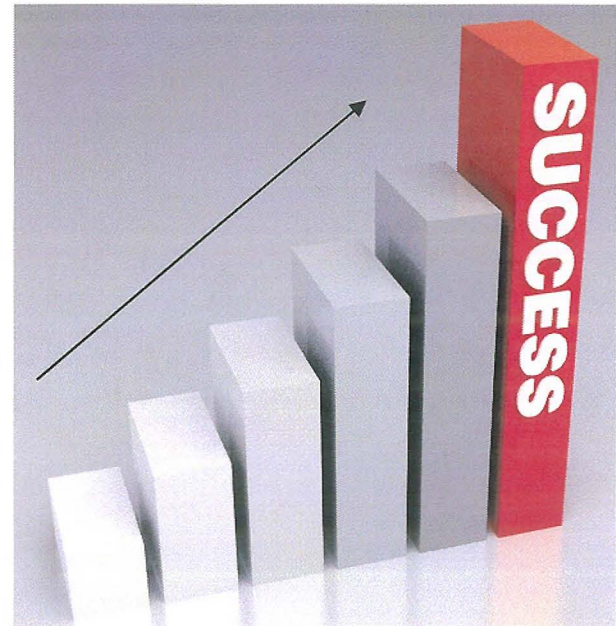
Nation-wide provider networks

Mark Halvorson, Vice President, Business Development

1994: Medica North Dakota

North Dakota Success:

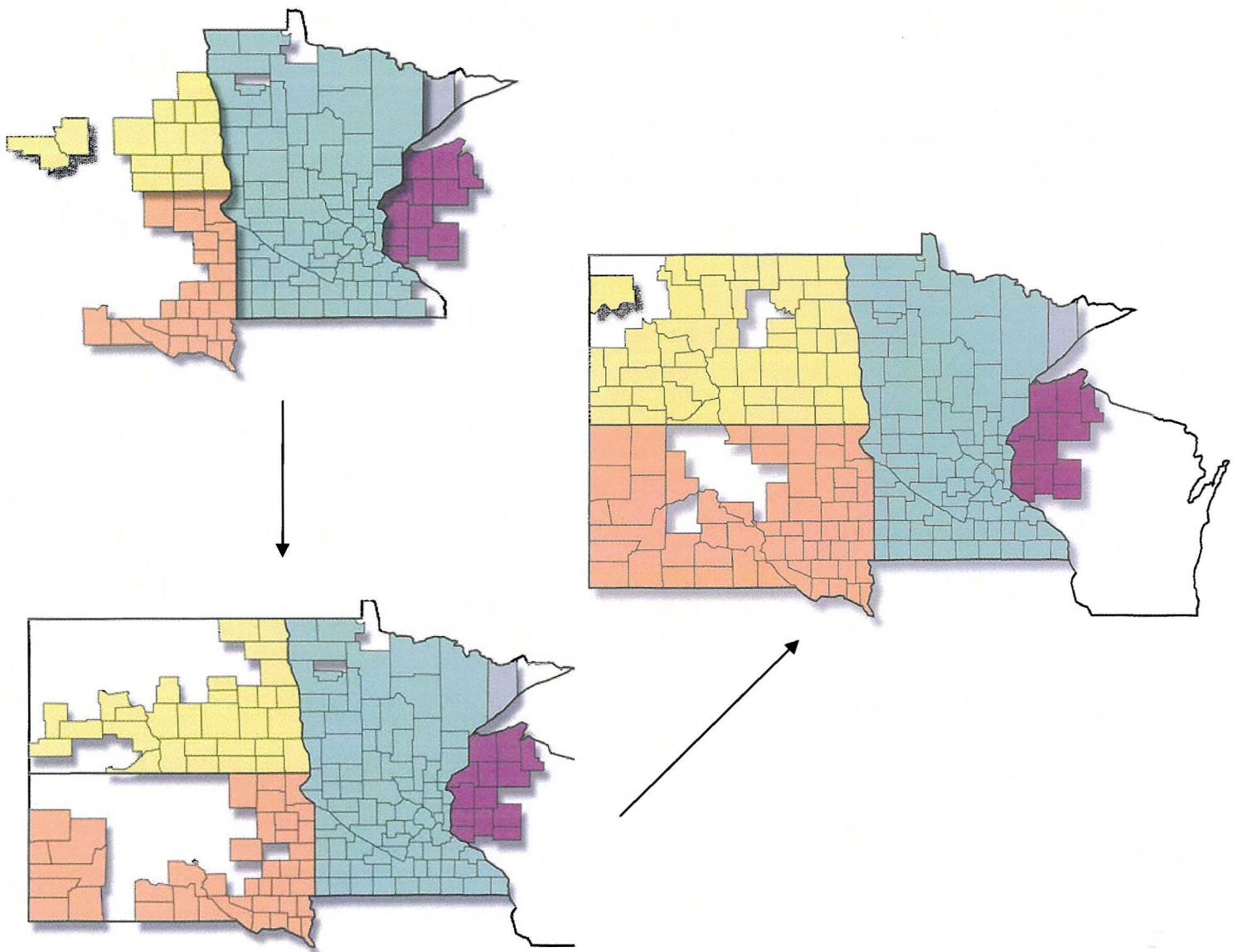
steady, prudent growth



- Began in Fargo area
solid footprint
- Serving small and large employers
over 500 to date
- Serving more than 20,000 members
beginning 1/1/2010
- Expand north, then west
- Introducing Individual and Seniors products

Mark Halvorson, Vice President, Business Development

Medica Service Area Growth 2005 - 2009



Mark Halvorson, Vice President, Business Development

Web-based Tools and Resources



Main Street Medica

Compare cost and quality of your care



My Health Manager from Medica

Personalized with assessments and incentives



Coverage Advisor

Estimate your health care expenses

MEDICA.

Live Nurse Chat

Step 1: Are you having any symptoms right now?*

☐ yes ☐ no

Live Nurse Chat

Get the right care at the right time

Visit www.medica.com for more details.