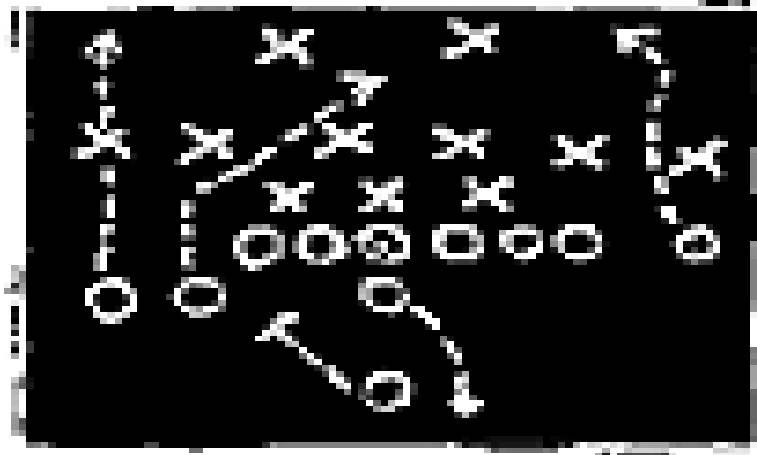




The Official
EmPower Team
Playbook



One important key to success is self-confidence.
An important key to self-confidence is preparation.
—Arthur Ashe



WELCOME TO THE TEAM

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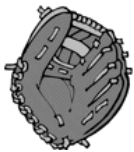
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You have to expect things of yourself
before you can do them.
—Michael Jordan



COACH'S CORNER

Welcome to the EmPower Team!

Congratulations on your career decision to join Em3's EmPower Team. You've signed on at an especially exciting time for our business as we introduce *EmPact* to the marketplace.

As an EmPower Team Player, you are part of a nationally distributed team that will be the Em3 presence in our customers' local markets. Not only will you represent Em3 everywhere you go, but your efforts will be crucial to our success. Customers will learn from you about effectively using *EmPact*. You will be the focal point for their ongoing questions and needs. As a result, you will help revolutionize their existing processes. Because of your influence in this training and customer service role, you have the ability to become Em3's Most Valuable Player.

This Playbook gives you the tools and information you need for peak performance on the job. It offers Em3 and *EmPact* facts and related checklists to help you practice and prepare for effective customer service. It also offers what we call "game-winning strategies" for your reference before the different customer interaction points you encounter.

We hope you let this Playbook work for you. Please keep it handy as you prepare for client contacts—whether they are by phone, email or face-to-face meetings. There's a great deal to know about *EmPact*, so this Playbook can serve as a refresher on what users need to know. Take the time to study the book. Just like an athlete, the more prepared you are for the "game," or customer interaction, the better your "performance," or customer service success, will be.

As an EmPower Player, you now belong to a customer-oriented, solution-driven team of recognized occupational health care leaders. We have a lofty goal—to revolutionize workers' compensation with cutting-edge technology and services. We need your drive and initiative to help us reach our goal, or in other words, become winners.

Welcome again,

A blue ink signature of Jim Greenwood, consisting of a stylized, flowing line that loops back and ends with a small dot.

Jim Greenwood
Head Coach
Em3 Team



LIVING THE EM3 BRAND

As a member of the EmPower team, you are empowered to represent Em3's corporate brand in everything you do. In a nutshell, our brand shows and says:

- Why we're in business.
- What we stand for as a business.
- How we're different from the competition.
- Our corporate personality.

You are key to helping us communicate our brand to the marketplace. Our success as a company depends on you and your teammates working diligently to live the Em3 brand.

The Brand Strategy

While developing a brand strategy is a quite thoughtful and complicated process, the end product speaks volumes about Em3. The brand strategy becomes a blueprint for building the brand personality.

What's the goal of our brand strategy?

We strive to create a customer expectation and experience that will result in long-term, mutually beneficial relationships between Em3 and its customer bases: employers, providers and payors.



THE EM3 BRAND PLATFORM

Em3's brand strategy sets the course for an entire platform of key brand elements. By reviewing them, you'll be better able to communicate the Em3 brand in your writing and speaking. Keep in mind that customers learn about the Em3 brand from you.

Our Brand Promise	Em3 is advancing workers' compensation by using revolutionary technologies to improve medical care, streamline processes and ultimately, reduce costs.
Positioning Statement for Employers	Em3 offers employers a supportive occupational healthcare network that enables appropriate care and cost savings. The company empowers its constituents with a revolutionary, Internet-based application that assures instant access to critical case information.
Positioning Statement for Providers	Em3 offers providers the ability to access employer-specific protocols and capture treatment information and activity status, all through a straightforward, Internet-based application and online support. Our services enable providers to render better care and facilitate quicker payment for treatment.
Positioning Statement For Payors	Em3 empowers payors through its revolutionary Internet-based network that gathers all necessary information from all users of the system to help them adjudicate claims in an efficient and timely manner.

Enthusiasm is everything. It must be as taut and vibrating as a guitar string.
—*Pele'*



THE EM3 BRAND PLATFORM

Core Values	Em3 stands for: <ul style="list-style-type: none">• Occupational health expertise.• Empowerment.• Streamlined processes.• Access.• Communications.• Appropriate care.
Brand Personality Attributes	Em3 is: <ul style="list-style-type: none">• Assuring.• Empowering.• Revolutionary.• Accessible.• Straightforward.• Supportive.

Never doubt that a small group of thoughtful,
committed people can change the world.
Indeed, it is the only thing that ever has.
—Margaret Mead



THE EM3 BRAND PERSONALITY

Em3 is Assuring – Customers trust our expertise in occupational health. “Assuring” means that Em3 is:

- Solid.
- Honest.
- Compliant.

Em3 is Empowering – Allowing our customers to take charge of their processes. Our “empowering” services are:

- Enabling.
- Assisting.
- Encouraging.

Em3 is Revolutionary – Streamlining processes with advanced technology. The following terms clarify “Revolutionary”:

- Advanced.
- Efficient.
- Productive.
- No-Hassle Solutions.

Em3 is Accessible – Providing crucial information without compromising security. This means that Em3 is:

- Tool-Belt Handy.
- Available.
- Trusted.

Revolve your world around the customer
and more customers will revolve around you.
—Heather Williams



THE EM3 BRAND PERSONALITY (continued)

Em3 is Straightforward – Enabling effective, efficient communications among all constituents—Employers, Providers and Payors. Our straightforward services are:

- Comfortable.
- Understandable.
- Communicative.

Em3 is Supportive – We help our customers help themselves. “Supportive” means that we are:

- Facilitating.
- Helpful.
- Guiding.

Act as if you are the only personal contact
that the customer has with the company
and behave as if the entire company’s
image depends on you.

—*Daniel R. Scoggin*



Creating the Em3 Brand

We create our brand through the individual interactions

we have with our customers, vendors, employees and others.

***EmPact* is a tool to help execute our brand promise.**

It is not the brand.

Always do more than is required of you.
—Gen. George Patton