

Global Pathways

Issue 2 ▪ April 2008

We are not in a position in which we have nothing to work with. We already have capacities, talents, direction, missions, and callings.

~ Abraham H. Maslow

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Letter from the CEO



Dear Colleagues,

I'd like to share with you an anecdote. At this year's leadership meeting in Minnesota, where the top 500 leaders of the company gather, Steve Hemsley, UHG's CEO, was delivering his keynote speech. The room was understandably dead silent, concentrating on every word he said. All of the sudden, someone's cell phone went off. To everyone's surprise Mr. Hemsley stopped his speech, looked in the direction of the ringing, and said: "If it's a sales call, pick it up!"

That, in a nutshell, is the very essence of this issue's message. If it's a sales call pick it up.

Now, some of you may think that only sales people have that responsibility. For those of you who do, you are in for a surprise. Each and every one of us can contribute to our success, even if it's not on a "sales call." It is the way you handle a claim; the empathy you show a foreign patient who needs help, the way you handle a bill, the way you deal with a colleague. It's your willingness to go an EXTRA step in order to make an otherwise ORDINARY activity into an EXTRAORDINARY one. In truth, when we do all these things in a way that delights our customers, we eliminate the need for a sales call with that client. They renew their relationship with us because we meet and exceed their requirements and expectations. Not because of our salesmanship.

Looking at our challenges, I am convinced we have the right people in place to take us to where we want to be. But, it is truly through our daily efforts that we will become a better company. And, what are these efforts? What am I looking for you to do? Here is a short list, but, it is up to you, in your individual professional lives, to make the most out of it.

At the end of a day, think of the things you did during the day that, with hindsight, you probably would not have done because they didn't help to grow our company or "up our game". Think of the things you didn't do, which if you did, would have "upped our game". Then, share these reflections with your colleagues and managers. Take the time to lead us as an organization along the path of success.

UHI today is, relatively speaking, a small young company. And, as with all small young companies, for us to succeed as an organization requires the contributions of all. In that regard, we are all given the opportunity to be salesmen for the day, everyday.

Ori Karev
CEO, *UnitedHealth International*

A copy of this edition can be found in the USB drive, compliments of UnitedHealth International.