360° Health — Delivering Results

When your employees experience fewer health complications the result is a healthier, more productive workforce and potentially lower overall health care costs. 360° Health helps achieve this by offering each employee and covered family member the right level of support to help them live and feel better.

Better health leads to lower health care costs. That's a fact.

Contact your Anthem sales representative or broker for more information about the 360° Health programs available in your state.

Anthem 360° Health

[1] Source: Adapted from Indiana University – Purdue University, Fort Wayne, (IPFW) Study, 2006
[2] Source: National Center for Chronic Disease Prevention and Health Promotion, March 17, 2009
[3] Source: Trust For America's Health, A Healthier America: 10 Top Priorities for Prevention, March, 2008. Center for Science in the Public Interest, The Key to Affordable Health Care Reform: Better Health through Prevention, April 2008
[4] Source: Member Satisfaction Study, 2008
[5] Source: Anthem Health and Wellness Solutions data study and Actuarial Validation, 2009
[6] Source: Results are from a three-year internal analysis of diabetes, CAD and HF programs for 2 large clients. For clients included in the study, service delivery began in September 2002, Asthma and COPD were added in 2007. (275,000 total members; 12,000 participating in Condition Management). Study Code: 140750
[7] Source: Results gained from the study of a large Anthem client representing 1.4 million members (Anthem Health & Wellness Solutions 2010). Client-specific results may vary.
[8] Source: Derived information from client-specific results of an internal study. Inpatient expense baseline study size: 1,046 admits. Year one study size: 1,058 admits. Baseline year, Jan. 1, 2004 to Dec. 31, 2004. Year one, March 1, 2006 through Dec. 31, 2006. "National Norm" final data for 2004 is taken from the National Vital Statistics Report, Volume 55, No 1, September 29, 2006. (Actual program start date was Sept. 1, 2005. March 1 allows for a six-month ramp-up period.) Study Code: 130748. Administered by Health Management Corporation.
[9] Source: MyHealth Advantage Effectiveness Study 2009-2010, October 29, 2010 White Paper. Magnitude of the savings may vary from client to client.
[10] Source: Based on a 2008 internal review of current participants; Members acted within 12 months of receiving the initial MyHealth Note.

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your total health solution

Anthem 360° Health

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THE FACTS

1 More than half of health care costs today are caused by lifestyle choices.[1]

2 According to the U.S. Centers for Disease Control and Prevention, the majority of chronic diseases could be prevented through lifestyle changes.[2]

3 More than half of all Americans live with one or more chronic conditions.[3]

4 These conditions, such as diabetes and heart disease, account for 75 percent of our nation's health care costs.[3]

Anthem 360° Health

At Anthem Blue Cross and Blue Shield (Anthem), we understand that businesses today must work smarter than ever. Employers need value they can trust. Anthem 360° Health® can help provide it by addressing the health and wellness needs of every individual within your total population. This results-oriented approach to care gives your employees the tools, resources and support they need to help them improve their health and productivity. And because most adults spend more than half of their waking hours on the job, high-performing companies realize that the workplace is a great place to start. Better health. Lower costs. It's what Anthem 360° Health is all about.

360° Health — Your Total Health Solution

Distinctive features include:

- A holistic look at each member – not just his or her condition – to help improve health and help reduce health care costs
- Sophisticated predictive modeling to identify each member's unique health needs and help drive individualized care
- Wellness information and services to help all employees live healthier and be more productive
- Medical and behavioral health programs and services to meet a variety of health needs
- Seamless integration with prescription drug services to help improve health and control costs

94 percent of members who participated in a 360° Health program say they have more control of their health as a result[4]

360° Health — Right Care, Right Time

Whether your employees are healthy and want to stay that way, need help managing a condition or require information on specialized care for complex health needs, 360° Health has programs that are targeted to your total employee population.

Our 360° Health Program Offerings:

ConditionCare

Identifies, engages and helps support members living with a chronic condition. Each participant is assigned a dedicated nurse coach and support team of experts who work together to help members better understand how to improve their health. Conditions include asthma, diabetes, heart failure, chronic obstructive pulmonary disease (COPD) and coronary artery disease. ConditionCare Support Programs are also available for vascular at-risk, low back pain, musculoskeletal, kidney disease and cancer. Results for ConditionCare include:

- **ROI of at least 2:1 or better[5]**
- **32 percent decrease in ER visits[5]**
- **More than a 50 percent reduction in missed days of work due to their condition[6]**

ComplexCare

Identifies members with complex health situations and addresses health issues before they become more serious or costly. Each participant is assigned a dedicated nurse coach who helps coordinate care, provides information about managing specific and multiple conditions and serves as a vital educational resource. Results for ComplexCare include:

- **ROI of 1.98:1[7]**
- **11 percent decrease in inpatient admissions[7]**
- **5 percent decrease in ER usage[7]**

24/7 NurseLine

Our toll-free, 24/7 NurseLine gives your employees direct access to registered nurses to help them make informed decisions when they need it, helping reduce absenteeism and overall health care costs.

MyHealth@Anthem

Secure, interactive web site provides easily accessible, up-to-date information about diseases, medicines, medical-related procedures and treatments. It also offers a health risk assessment to identify personal risk factors. The site is designed to help employees stay healthy and make more informed choices about their care.

Future Moms

Offers prenatal education and support to help mothers-to-be understand how their choices affect their health during pregnancy and their baby's health. Ob-gyn nurses, joined by a team of obstetric specialists, coordinate individualized care for pregnant members, provide them with prenatal and birth kits and are available for follow-up questions after delivery. Results for Future Moms include:

- **Decreasing inpatient claims by $138.71 per mother in the first year of the program (vs. the baseline year)[8]**

Time Well Spent

Online communications toolkit includes posters, articles, payroll stuffers and more for a variety of health and wellness topics — everything you need to start a wellness campaign in your workplace.

MyHealth Advantage

Designed to help improve member health and lower health care costs by identifying gaps in care and health risks that could generate immediate and future health concerns and costs. When health improvement opportunities are identified, members receive a confidential MyHealth Note in the mail which suggests specific actions that can help the member comply with best practices for medical care such as starting a new medication, refilling an overdue prescription, or going for an overdue routine test.

- **ROI of 1.63:1[9]**
- **46 percent of participants who received a MyHealth Note were brought back into clinical compliance[10]**