

A photograph of a man and a woman in a meeting. The man, who is Black, is wearing a light-colored checkered button-down shirt and is sitting at a table. He is holding a pen in his right hand and looking towards the woman with a slight smile. The woman, who is white, has long blonde hair and is wearing a light blue short-sleeved shirt. She is seen from the back, sitting across from the man. In the background, there are several whiteboards covered with yellow sticky notes. The setting appears to be a modern office or meeting room with large windows.

Anthem Engagement Initiatives
Supporting Better Care

Anthem Strategy CalPERS Execution Agenda

Engagement Needs

Fundamental Touchpoints

Engagement Programs

Discussion

Managing Care

Anthem Member Interaction

Programs to engage members and providers

Question and Answer



Members becoming Consumers

Influences Needing Consumer Involvement

Market influences on Members and Costs

Behavioral and Lifestyle Choices

- *Increased cost of health care are unhealthy behavioral and lifestyle choices is the most significant determinant of health status accounting for well over half the cost.*

Aging Population

- *Americans are living longer than ever, but unfortunately such longevity comes with great health care costs.*

Pharmaceutical Costs

- *The rising cost of pharmaceutical products clearly impacts the rising rate of medical spending.*

Biologics and New Technologies

- *There are many types of new medical technologies coming into the forefront in health care.*

System Inefficiencies

- *Duplication of procedures and overuse of high-end procedures.*

Cost-Shifting

- *Cost-shifting occurs when providers of medical care adjust the prices they charge to private payers.*

Regulation

- *Regulations add compliance burden on employers, employees, individuals, and governments.*

Other Market Factors

- *Hospital and provider consolidations have the potential to increase the cost of care.*

Competitive Dimensions in a Consumer-Centric Environment

Convenient Access	Right product, right place, right time
Competitive Pricing	Access to low cost, high quality services
Multichannel Offering	Mobile tools, telemedicine, office, etc.
Customer Experience	Easy to understand and manage
Member Appreciation	Understanding your members
Product Relevance	Programs that will engage members

Current Classic Touchpoints



**Benefit
Administration**



**Member
Services**



**Care
Management**

CalPERS Member Touchpoints

Touchpoints	2016
Online Integration Access	777,360
Outreach	554,998
Medical and Provider Care Management	210,953
Claims and Customer Service	7,266,576

Anthem Engagement Programs

- Engaging members to manage their care
- Engaging providers to manage members

Anthem Member Engagement Programs

- > **Castlight**
- > **Anthem Health Guide**
- > **24/7 Nurseline**
- > **Reference Pricing**
- > **Disease Management**
- > **Live Health Online**
- > **Welvie**
- > **Diabetes Prevention Program**
- > **Quick Care**
- > Anthem Engage
- > Member Shopper Programs
- > Consumer Driven Health Plans
- > SpineZone
- > EAP
- > Home Invitation – Biometric Screening
- > Specialty Products (Dental/Vision/Life) Integration

*Those in bold are currently offered by CalPERS

Anthem Provider Engagement Programs

- › **Vivity HMO Hospital Collaboration**
- › **Narrow Networks (Select PPO and Select HMO)**
- › **Accountable Care Organizations**
- › **Cancer Quality Care Program**
- › **Imaging Reviews**
- › Cardiac Reviews (ultrasounds, catheterization, stents)
- › Value Based Insurance Designs
- › Longitudinal Patient Records

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