



Integrated Health and Wellness Advantage

The Anthem Blue Cross
health and wellness approach



It takes an organizational commitment to health and healthy behaviors to reach true wellness success. Together, let's define and deliver that commitment to your employees.

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Welcome to Integrated Health and Wellness Advantage

At Anthem Blue Cross, we believe that having healthy employees is critical to the success of any organization. As your partner in health care, Anthem is committed to the health and wellbeing of your workforce.

Welcome to Integrated Health and Wellness Advantage. A three-tiered approach that allows you to pick the level that aligns with your organization's needs and resources and, with Anthem's help, implement the solution that's right for you. Anthem will provide measurable results and work with you to adjust the approach and ensure that you are maximizing engagement by giving your employees the right solution at the right time.

- 1 The multi-tier approach allows you to find the health and wellness solutions that are right for your (and your employees') needs.
- 2 Anthem will help you implement your choices for a seamless experience.
- 3 Anthem will provide measurable results.
As your employees move through the program, we'll
- 4 work with you to make any necessary adjustments ensuring the best possible outcomes.
- 5 All three tiers of Integrated Health and Wellness Advantage can be enhanced with our mobile app, giving you access to tools and resources on the go.



Wellness your way

ENHANCED

A fully resourced consultative approach working side by side with you and your team to initiate, or refresh a sustainable wellness commitment

Work with outsourced consulting services for a completely customized health and wellness package

ESSENTIAL

If you are committed to taking your wellness approach to the next level and are ready to invest more in your organization's efforts, this collaborative approach helps you select or build a package, or identify a particular programmatic solution to meet your needs.

Work alongside your Account Management Team to deliver a more robust health and wellness package to your employees

BASELINE

For **ALL** clients, regardless of size or funding arrangement. Learn what it takes to create a culture of health and wellbeing within your organization.

Guided do-it-yourself online tools and resources



Any of our solutions can be paired with our mobile app, giving you health and wellness resources at your fingertips.

It's Integrated Health and Wellness Advantage!



Baseline approach

Providing you with current wellness industry data, best practices and an overview of Anthem's core resources and support, the features of the baseline approach include:

Webinar orientation with a specific focus on:

- Anthem's employer toolkit
- Workforce wellness fundamentals
- A "how to get started" overview

Quarterly hot topic webinars

Monthly wellness tips and tricks

Essential approach

Building from the baseline approach, the Essential offering includes wellness programs and services that further enhance a successful workforce wellness commitment. This begins with a strategic discussion with your Account Management team to determine your organizational needs.

Options can include:

- Pre-designed wellness packages
- Package built from "a la carte" program choices
- "A la carte" program choices for specific needs

Anthem will partner with you for:

- Implementation
- Ongoing solution management and program oversight
- Reporting

Enhanced approach

If your requirements are more complex, or if you desire customized programs and services, this tier provides you with maximum flexibility to address your needs, including:

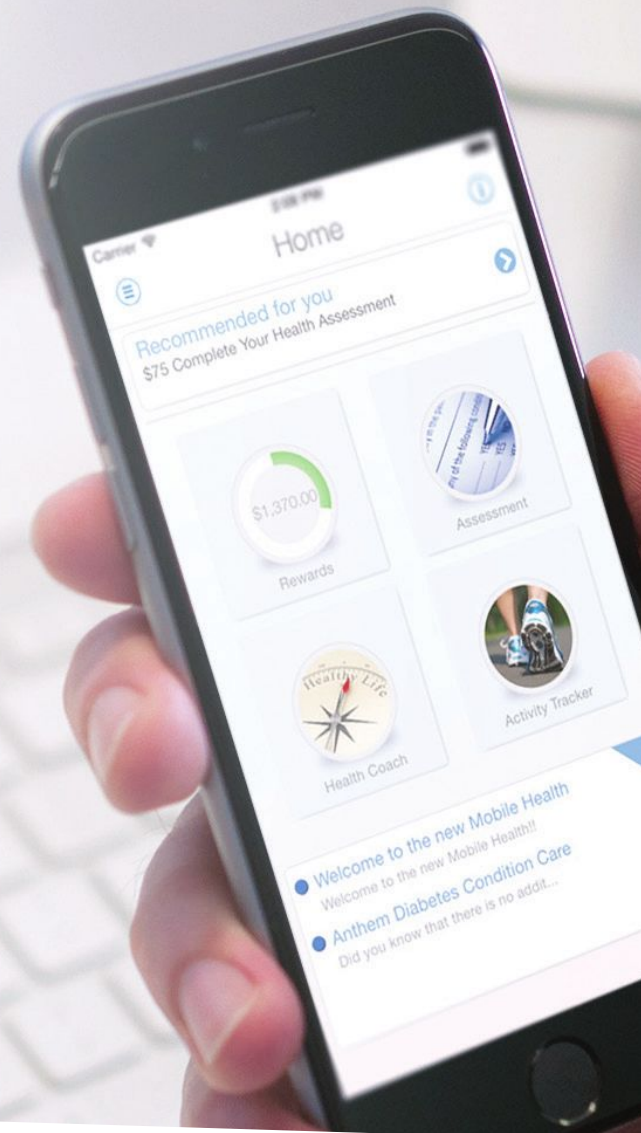
- **Strategic consulting support**
- **Employee wellness surveys**
- **Activities/events designed specifically for your organization**
- **Tailored data collection and analysis**
- **Webinars**
- **Trainings**



Integrated Health and Wellness Advantage PLUS

All three tiers of Integrated Health and Wellness Advantage can be enhanced with an innovative “at your fingertips” mobile app. Mobile Health Consumer, a mobile and online tool, will give each of your employees and dependents a personalized health experience. This technology takes a variety of information and creates tailored communications and interactions for each of your participants.

By adding Mobile Health Consumer to the Baseline, Essential or Enhanced approach, you are now part of Integrated Health and Wellness Advantage PLUS.



Health and wellness, now on tap

Employer

- Streamlined communications and messaging
- Access to total population data and dashboards

Employees

- Interactive health and wellness information
- Personalized messaging
- Comprehensive educational library and resources
- Plan designs and ID card easily accessed through the app



Note: PLUS can be added to Baseline, Essential or Enhanced

Integrated Health and Wellness Advantage tier comparison

INTEGRATED HEALTH AND WELLNESS ADVANTAGE	BASELINE	ESSENTIAL	ENHANCED
Program Aspects			
Orientation webinar	•	•	•
Hot topic webinars	•	•	•
“Time Well Spent” employer wellness toolkit and resources	•	•	•
Doc Talk webinars and educational sessions	•	•	•
Tailored program packages		•	•
Reporting packages		•	•
Annual wellness program evaluation		•	•
Employee wellness survey and wellness culture assessment		•	•
Strategic wellness consulting			•
Multi-phased strategy design or refresh			•
Enhanced analysis/Recommendations			•
Customized campaigns/Challenges			•
PLUS (Mobile Health Consumer) Employer Offerings			
Implementation support	•	•	•
Integrated eligibility	•	•	•
Employer dashboard	•	•	•
Incentive management/Tracking	•	•	•
Customized campaigns			•
Tailored points/Incentives			•
Non-Anthem vendor integration			•
PLUS (Mobile Health Consumer) Employee Offerings			
E-Benefit summaries	•	•	•
Points-based challenges	•	•	•
E-Print communications	•	•	•
Gaps in care messaging	•	•	•
E-ID cards (Anthem members)	•	•	•

Be healthy

BODY. MIND. SPIRIT.

A healthy workforce
is important to you.
It's important to us, too.

**Integrated Health and
Wellness Advantage
with Anthem Blue Cross.**

**Partnering for a
healthier workforce.**

**FOR MORE INFORMATION, CONTACT
YOUR ACCOUNT MANAGEMENT TEAM.**



