



Mobile Health: Core Product Offering

Anthem clients are using Mobile Health to proactively manage healthcare spend by deploying Total Population Health Strategies that meet their members where they are - on their mobile devices.

Have you been frustrated that the only tools you had to offer clients to control healthcare costs were mailers and telephonic nurse coaching that have been met with dismal results?

Now you have a way to help clients control healthcare spending *before* it happens.



Welcome to Mobile Health

- A common front door for all employer programs
- RHI Care Gap Alerts/My Health Advantage
- Steerage to high value providers

- *iOS, Android, Web, Watch, E-mail*
- *Incentives*
- *Communications*
- *Balances*
- *Benefits*
- *Analytics*
- *Well Being*
- *Cost & Quality*
- *Campaigns*
- *Anthem Resources*



Mobile Health Core Offering:

Well Being:

Health Assessment: 3 minute Health Assessment

Activity Tracking: MH Standards: Jawbone, Fitbit, Moves, Runkeeper

Biometric Levels: Validated and Self-reported

Member Dashboard: Personalized user experience

Mind, Body, Spirit Challenge: 52 week challenge

Walk Around The World Challenge: User activity challenge

Digital Coaching: Ongoing guided coaching on topics including activity, sleep, nutrition, pregnancy, angina, asthma, back pain, weight loss, blood glucose, blood pressure, heart disease, congestive heart Failure, COPD, cholesterol, depression, diabetes, heart attack, heart valve disease, tobacco, stress, stroke, breast cancer, colon cancer, prostate cancer and more.

Predictive Disease Risk Education: Clinically validated algorithm based technology to provide risk identification and user education on topics including: pregnancy, angina, asthma, back pain, weight loss, blood glucose, blood pressure, heart disease, congestive heart failure, COPD, cholesterol, depression, diabetes, heart attack, heart valve condition, tobacco, stress, stroke, breast cancer, colon cancer, prostate cancer and more.

Care Management Integration & Triggers: Risk Stratification, Adherence to Evidence Based Medicine, Anthem Condition Care, Case Management and Disease Management personalized initiation and digital engagement.

Benefits:

Anthem Benefit Summary: Medical, Dental, Vision (Specialty).

Anthem ID Cards: Medical, Dental, Vision (Specialty) - Mobile, Digital, Printed, Faxed, and Emailed.

Balances:

HSA Balance: Health Equity balance integration.

Deductibles: Anthem out of pocket and deductible balances.

Incentives:

Points and Levels: Engagement-based incentive program for earning points and levels for healthy actions including: physical activity, challenge participation, risk stratification, adherence to evidence-based medicine, Condition Care, Case Management, and Disease Management participation and completion.

Care Gap Engagement: Compliance incentives including mammogram, colonoscopy, low cost prescriptions, hypertension, asthma, COPD, bronchitis, cancer, cardiovascular, chronic kidney, chronic liver, heart disease, dementia, diabetes, digestive, hypertension, infectious disease, migraine, stress, obesity, pulmonary, reproductive health, staying healthy, preventative care, stroke, and more.

Communications:

Digital RHI Care Gap Alerts and Recommendations: Compliance communications including mammogram, colonoscopy, low cost prescriptions, hypertension, asthma, COPD, bronchitis, cancer, cardiovascular, chronic kidney, chronic liver, heart disease, dementia, diabetes, digestive, hypertension, infectious disease, migraine, stress, obesity, pulmonary, reproductive health, staying healthy, preventative care, stroke, and more.

Predictive Disease Risk Communications: Personalized and proactive communications on topics including: pregnancy, angina, asthma, back pain, weight loss, blood glucose, blood pressure, heart disease, congestive heart failure, COPD, cholesterol, depression, diabetes, heart attack, heart valve condition, tobacco, stress, stroke, breast cancer, colon cancer, and prostate cancer.

Campaigns: Interactive health engagement campaigns including: pregnancy, angina, asthma, back pain, weight loss, blood glucose, blood pressure, heart disease, congestive heart failure, COPD, cholesterol, depression, diabetes, heart attack, heart valve condition, tobacco, stress, stroke, migraine, and mammogram.

Stress and Depression: 12-week digital education program

Pregnancy: Risk identification, interactive assessments, feedback survey, maternity diary, weekly pregnancy tips, maternity library

Health Content Library: Health education, videos and reference materials on topics including: heart, musculoskeletal, sleep, stress, ER vs. Urgent Care, preventative care, beverage choices, getting fit, biking benefits, easy exercise, 24x7 Nurse Line, Expectant Fathers, Future Moms, asthma, coronary heart disease, COPD, diabetes, heart failure.

Anthem Healthy Hints: 52 Week healthy tip program on topics including exercise, nutrition, sleep, disease management, and overall health.

Additional Features:

Deep Linking to Anthem Resources: Single Sign on access to find a doctor, locate urgent care, find a dental provider, find a vision provider, estimate medical costs, estimate dental costs, claim status, request claim forms, deductibles, out of pocket amounts, HSA balance, request ID card, health & wellness resources, customer support resources, discounts, PCP selection, ask a dental hygienist, dental wellness, dental risk assessment, vision wellness, eye health, life insurance claims, life insurance benefits, life and disability, and resource advisor.

LiveHealth and CastLight integration: Education, awareness and Click to Connect.

Anthem Health Guide: Click to Call, Outreach, and Communications.

Anthem Integrated Health Model: Click to Call, Outreach, Communications.

Analytics:

Analytics & Dashboard Reporting: Real time access to Biometric measures, biometric trends, disease risk averages, disease risk factors, incentive costs, incentive engagement, challenge progress, challenge participation, point level attainments, assessment progress, survey progress, message statistics, and PHI exports for authorized administrators.

**** Additional options and client customizations available at a buy up price**

