



**Rep. Wood and Sen. Cabrera: Insurance
Department: Health Care Cost Drivers
Informational Meeting**

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What Anthem Blue Cross and Blue Shield is doing to live our mission of “Improving the Health of the People We Serve”

- Focus On the Basics
- Deliver Locally with the Strength of a National
- Drive Whole Health Integration
- Reduce Medical Trend

Total Health, Total You



Engaging 100% of employees to better health by focusing on real lives, real moments

The evolution of our clinical strategy



1900s-2008

2008-2018

Since 2018, THTY is constantly evolving to meet member and customer needs

In 2021, THTY served more than

61
clients

3.4M
members

Identifying at-risk members with a new level of accuracy



Identifying emerging risk and providing solutions earlier

Analyzing multiple data points allows us to identify emerging risk and provide the appropriate outreach in a wide variety of medical categories:

- Opioid addiction
- Diabetic risk
- COPD risk
- Depression/anxiety
- End-stage renal disease (ESRD)
- Fall score
- Future patient admissions
- Low back surgery
- Behavior profile
- ER frequent flyers



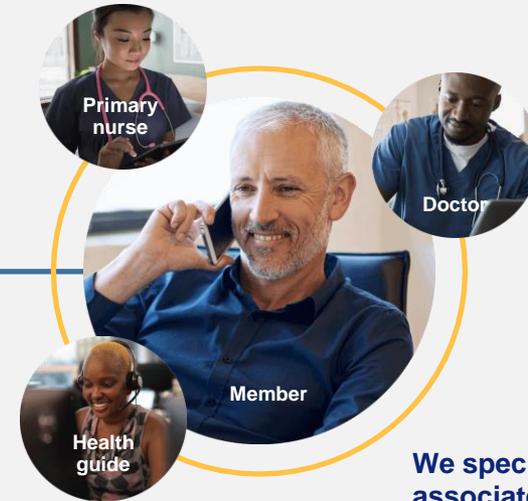
The member is at the heart of our model

The Total Health, Total You team helps members through complicated medical, behavioral, and social systems.

Their talents, combined with THTY technology, create a seamless experience that reduces the stress of navigating the healthcare system alone.

- Speech analysis
- Smart technology
- Warm referrals
- Clinical integration
- Predictive, proactive outreach
- Online scheduling
- Digital/AI messaging
- AI Advocate Assist
- Care gap closure

92.5%* member satisfaction



We specifically hire associates who can create conversations, go beyond the initial reason for the call, and be a trusted resource for the member.

* Anthem Health Guide member satisfaction, January 2020-December 2020.

What is clinical advocacy?



Simplify healthcare

Provide timely, relevant, and impactful solutions



Focus on value

Improve health, improve experience, lower costs, and improve productivity



Support providers

Enable providers through predictive and integrated health data and coordination

Moments that matter



Well-being and prevention



Total engagement



Guided support



Care management

Making clinical advocacy personal and meaningful



**Personal and meaningful
clinical advocacy**



**Simple and
intuitive experience**



**Catalyst to
behavior change**



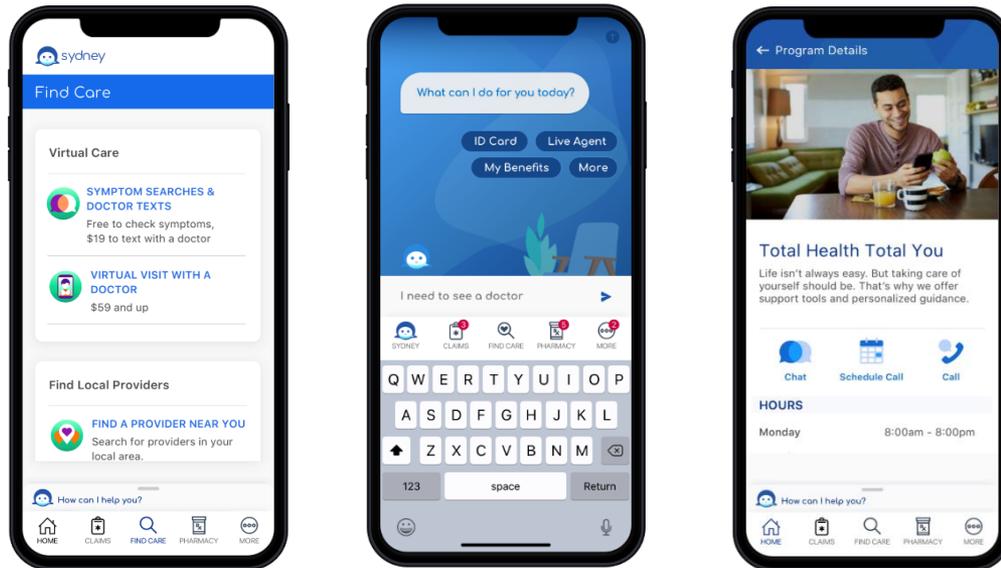
**Proactive whole-
health approach**

Making clinical advocacy member-centric



Sydney HealthSM mobile app

Sydney Preferred delivers a single, trusted digital experience for your entire population



Powerful personalization drives engagement

- Access for all employees
- Visibility to all your medical, pharmacy, specialty, and more in one place
- Seamless third-party connections
- AI-powered communications to encourage proactivity
- Personalized Match, to help find high-quality, cost-effective doctors or pharmacies
- Programs that help members set goals and make better health choices
- Content, incentives, and challenges encourage employee engagement
- Connecting with care when and how you need it – whether in person or virtually

Total Health, Total You means total support

A high-risk member case study



Meet Sally

Age: 57

Status: Worsening knee pain, anxiety, BMI 31

Occupation: School teacher

Action: Successful outreach by a THTY Advocate who is a Registered Nurse

Overview

- Sally's provider suggests surgery
- She's feeling overwhelmed and uncertain about her choices
- Her THTY Advocate, who is a Registered Nurse, learns more about Sally's treatment plan

An important decision

- Her THTY Advocate sees that Sally isn't registered on Sydney Health and may not have the tools to manage her needs
- Sally is informed of options, including treatment alternatives and second opinions

Turning a corner

- Sally's Advocate helps her sign up with Sydney Health and set up a care plan
- Sally receives information on pain and stress

Moments that matter

- Sally and her Advocate discuss goals
- They opt for a second opinion
- Sally is concerned about losing weight and discusses her concerns with her THTY Advocate

Whole person care makes a difference

- The THTY Advocate assesses Sally's medical, behavioral, and social needs
- They bring in a dietitian as part of her THTY care team
- Sally uses telehealth resources for help with anxiety
- She benefits from physical therapy twice a week

Results

- Sally and her family have a caring, trusted, single point of contact
- Sally reports a six-pound weight loss
- She looks forward to continuing her improvement and likes the convenience and ease of digital sessions

Empathetic, proactive, and personalized interventions work – helping provide not only measurable outcomes, but also substantial savings.

Proactive outreach

An **emerging-risk** member case study



Meet Lucy

Age: 45

Status: Medical claims/lifestyle point to emerging risk for hypertension. Taking care of her elderly mother.

Occupation: Administrator

Action: Successful outreach by a THTY Advocate who is a health coach

Overview

- **THTY Team reviews Lucy's risk level**
- Shows emerging risk for hypertension and depression
- Lucy has been checking her blood pressure lately, and it has been high

Lucy's day

- Lucy's THTY Advocate proactively reaches out to Lucy to discuss her health goals
- The Advocate discusses Lucy's concerns
- **Together, they set goals and discussed ways to overcome barriers**

Some good news

- Lucy learns about healthy diet for managing her blood pressure by reducing salt and healthy alternatives to her current favorite dishes and recipes

Moments that matter

- Lucy's Advocate helps Lucy identify ways to reduce the stress she experiences as a caregiver for her ill mother
- Together, they are able to work on finding the right medical and social resources for Lucy's mother

Whole person care makes a difference

- By identifying life factors contributing to high blood pressure, Lucy and her Advocate **develop a plan** that addresses not only her diet, but other factors, including stress
- Lucy uses telehealth to help her mother visit her PCP from the comfort of their own home

Results

- Lucy is maintaining blood pressure in the normal range and checks daily
- **Lucy takes care of her mother with increased confidence and support**

Empathetic, proactive, and personalized interventions work – helping provide not only measurable outcomes, but also substantial savings.

The importance of one advocacy team

An **low-risk** member case study



Meet Mike

Age: 37

Status: Works from home while also helping his children with virtual school.
High cholesterol was identified at his last check up

Occupation: IT professional

Action: Anthem Health Guides offer solutions

Overview

- Mike calls Anthem with questions related to a recent claim
- THTY Advocate reviews programs and services available based on his inquiry
- THTY health coach receives the referral and outreaches to Mike

A new awareness and attitude

- Mike and his health coach discuss lifestyle/health goals
- Mike doesn't want to have a heart attack as his grandfather and father did
- Mike realizes he has the opportunity to make small changes that will make a big difference in his health

Moments that matter

- Mike is **managing his TCHOL with changes to his lifestyle, including diet and exercise**
- Mike explains to his health coach that he wants to be healthy for his wife and kids and doesn't want them to go through what he did as a child

Whole person care makes a difference

- Mike's Advocate refers him to Sydney behavioral health tools to manage stress and focus on reducing his cholesterol levels
- Mike **increases his physical activity**
- He makes changes to his diet that include increasing fiber and vegetables and decreasing overall fat intake

Results

- Mike is **on track with his SMART goals**
- His doctor is not adding medications to manage his cholesterol because Mike has shown improvements in his cholesterol levels

Empathetic, proactive, and personalized interventions work – helping provide not only measurable outcomes, but also substantial savings.

End-to-end advocacy at every touchpoint

The dashboard provides a consistent flow of information between members and their entire care team in one location, enabling better visibility for all involved in their care.

Member journey interactions:

THTY team sees member interactions from all systems.

Health summary:

Health conditions and pharmacy history provide insights and opportunity for personalized interventions.

Engagement status:

The dashboard shows member engagement in THTY services.

Digital insights:

Digital solution meets members where they are and delivers communications based on their preferences.

Member Name: AN C COCRAN Member ID: FJB 2417428M Age: 41 Interaction ID: RI-208282 Contact Name: Contact Number: Ext: EXPAND

Tasks: + Add Task Review Member, Contract, Group, and Interaction details and History. Switch the Member or Contract in focus from the correct Labs. Shows

Member Timeline Dashboard Policy Group Interactions Messaging Transcripts

Suggested Tasks: Member Maintenance

Last 5 SC Interactions/SC's

Interaction ID	Created On	Created By	Associate Contact
S-355897	09/16/2022 02:12:40 PM EDT	Cookin, Rivkie-Reddy	
S-355895	09/16/2022 02:12:20 PM EDT	Cookin, Rivkie-Reddy	
S-204546	09/16/2022 02:11:40 PM EDT	Cookin, Rivkie-Reddy	
S-204546	09/16/2022 02:11:40 PM EDT	Cookin, Rivkie-Reddy	
S-419206	09/09/2022 05:37:20 PM EDT		

Last 5 Non-SC Interactions

Interaction ID	Type	Created On	Created By
H13552440	Phone	09/10/2022 10:11:17 AM EDT	
H13552440	Phone	09/10/2022 10:25:52 AM EDT	
H13552440	Phone	09/10/2022 09:36:12 AM EDT	
H13552440	Phone	09/09/2022 09:56:27 AM EDT	
H13552440	Phone	09/08/2022 04:46:23 AM EDT	

Member Name: JACQUILINE DOWSE Member ID: BYM 8281003B Age: 58 Interaction ID: RI-208289 Contact Name: Contact Number: Ext: EXPAND

Member Timeline Dashboard Policy Group Interactions Messaging Transcripts

Member Timeline information discussed with the contact

Show Last: 30 60 90 180 360 720 1440 2880

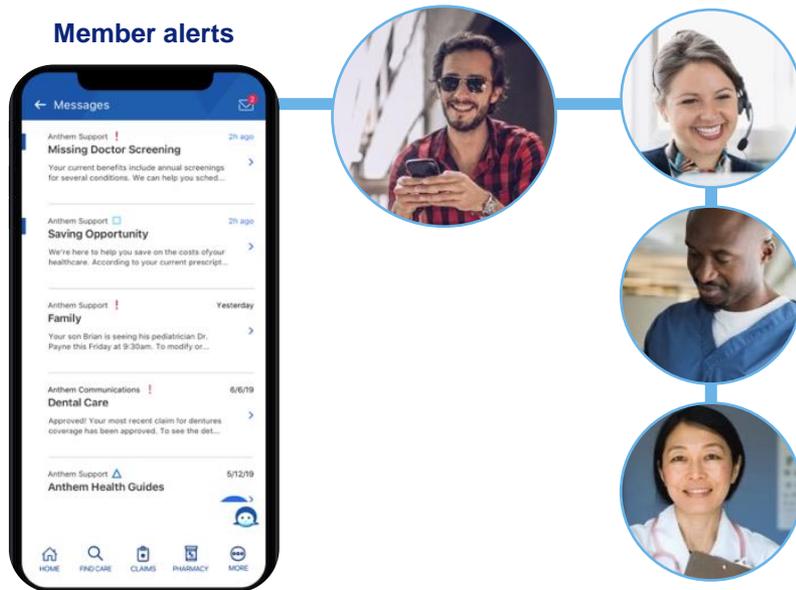
Customer Service Clinical Digital Activity Guidance & Appeals LIM Authorizations

Timeline view showing interactions from August 2020 to September 2020.

Interaction details for S-3923005:

Interaction ID	Contact Type	Contact Name	User Name	User Contact	Interaction Source	Outcome
S-3923005	MEMBER ABOUT SELF	Test			SC	Provider Resolved Completed

Four views, one message: complete connectivity



Concierge advocate alert

Member Alert	Value: Diabetes needs HbA1c every 6 months	I have a personal health message for you. May I connect you to a health care professional who will let you more?	N/A	Attempt to transfer the member to clinical. If member refuses transfer message the following: Will you ask your doctor about an A1c test soon?	Member Educated, Agreed to Follow Up
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Clinical team alert

Overall Priority	Clinical Urgency	Ask Name	Clinical Mts	Created Date	Next Recurrence	Response Category	Risk Type
1	High	Diabetes needs annual labet exam	EO	05/15/2016	05/15/2016	3	High
2	Medium	Diabetes needs HbA1c every 6 months	EO	05/15/2016	05/15/2016	3	High
3	Low	No alert reminder for adults	EO	05/15/2016	05/15/2016	4	High

Diabetes needs HbA1c every 6 months (SLP_Diabetes_HbA1c test)

Member Message: Checking on your blood sugar is a great first step toward getting your doctor on an A1c test will allow you and your doctor how you are doing. Ask your doctor soon if you need this test.

Provider Message:

Physician team

NAME OF OPEN CARE OPPORTUNITIES	LAST DATE OF COMPLIANCE	CLINICAL DUE DATE
Cervical Cancer Screening	06/20/2016	—
Breast Cancer Screening	07/23/2016	07/23/2018
Persistent Monitoring: ACE/ARB	10/11/2017	10/11/2018
Persistent Monitoring: Diuretics	10/11/2017	10/11/2018
Diabetes: Hemoglobin A1c testing	10/11/2017	10/11/2018
Diabetes: Urine protein screening	10/27/2017	10/27/2018

Delivering impact

Our results go beyond driving efficient outcomes

Up to a
7.4%
trend reduction in total
medical and Rx costs¹

90%
customer effort
score (CES)¹

74
net promoter
score (NPS)¹

Up to a
17%
increase in
pharmacy refills³

Up to a
6%
decrease in
ER utilization¹

92.5%
member satisfaction
with <Anthem>¹

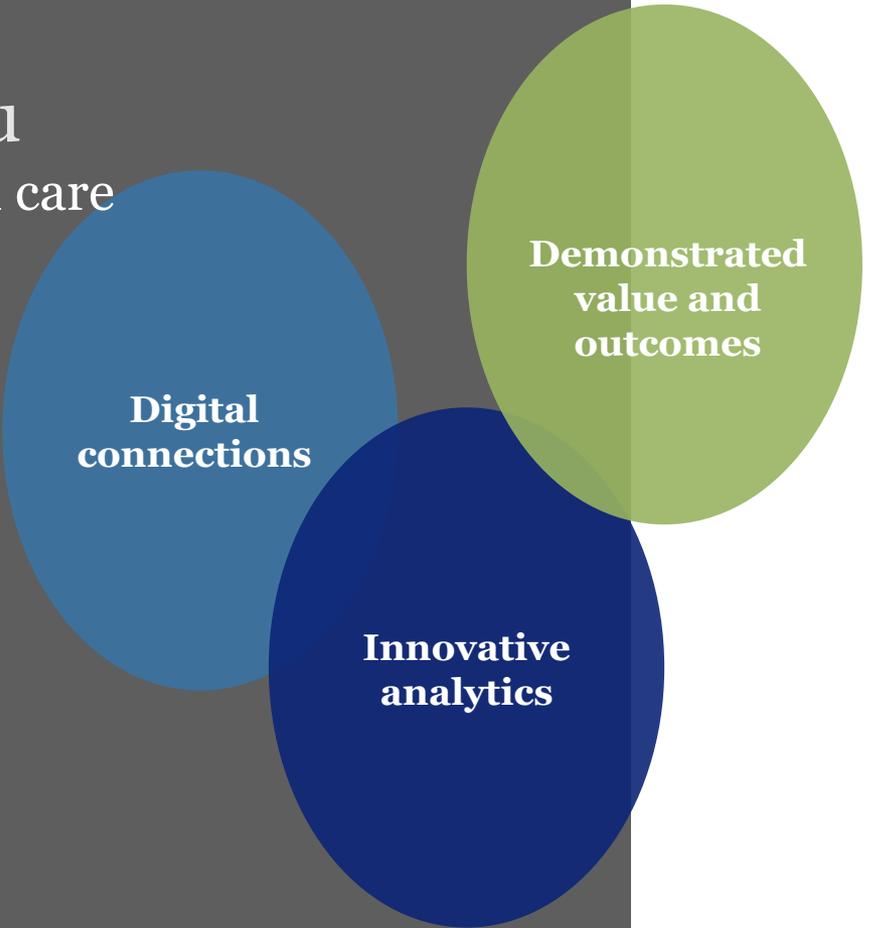
69%
gap closure for medical
and pharmacy²

Total Health, Total You

The confidence of whole-person care

An outcomes-based,
100% engagement
solution

Precision insights-
driven, personalized
whole health approach



**Digital
connections**

**Innovative
analytics**

**Demonstrated
value and
outcomes**