Welcome To ConditionCare and Complex Care Program Overview
Today’s webinar

We will provide in depth overviews of two 360° Health® Programs- ConditionCare and Complex Care with the main objective being to provide you with the tools to increase employee awareness of the programs available and thus increase program engagement.

The call will last approximately 45 minutes.

All lines will be muted but through the live meeting software you will be able to ask questions and we will pause to repeat and answer them.

Our main presenter today is Megan Conrad
Agenda

**Goal:** Learn about ConditionCare and Complex Care including how to promote the programs in the workplace.

**Frequently Asked Questions:**

1. ConditionCare and Complex Care are included in your Anthem benefit offering at no additional cost.
2. Promotional resources like posters, fliers, and promotional email templates are available at: [group.anthem.com/360health](http://group.anthem.com/360health)
3. State specific phone numbers for the programs are printed on the materials available through the above referenced website.
State Specific Phone Numbers

Each state has one program phone number for all 360° Health programs. That means can employees can access all the programs by calling one central phone number.

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<thead>
<tr>
<th>State</th>
<th>Phone Number</th>
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<tbody>
<tr>
<td>Indiana</td>
<td>1-888-279-5449</td>
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<tr>
<td>Ohio</td>
<td>1-888-249-3820</td>
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<tr>
<td>Kentucky</td>
<td>1-888-279-5378</td>
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<tr>
<td>Wisconsin</td>
<td>1-866-647-6120</td>
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<tr>
<td>Missouri</td>
<td>1-866-647-6117</td>
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These phone numbers are on the promotional materials available on group.anthem.com/360health
Comprehensive Wellness Benefits

Core Programs
Care Management
• 24/7 NurseLine
• Future Moms
• ComplexCare
• ConditionCare

Online Tools and Resources
• MyHealth@Anthem
  • MyHealth Assessment
  • MyHealth Record
  • Condition Centers
  • Online Community
• Specialoffers@Anthem
• AudioHealth Library
• Time Well Spent

Also Available
• ConditionCare: Support
• ConditionCare: Kidney
• MyHealth Coach
• MyHealth Advantage
• Healthy Lifestyles
• Worksite Wellness
• EAP
• Pharmacy Benefit Management
• Staying Healthy Reminders
ConditionCare: Program Overview

ConditionCare uses a collaborative and holistic health management approach to help members better manage the following prevalent, high-cost conditions:

- Asthma (pediatric & adult)
- Diabetes (pediatric & adult, Type I & Type II)
- Chronic Obstructive Pulmonary Disease (COPD)
- Coronary Artery Disease (CAD)
- Heart Failure (HF)
The ConditionCare disease management program addresses five impactable conditions and seeks to help:

- Increase participant self-management of conditions
- Support physician’s plan of care
- Control health care costs
- Increase adherence to healthy lifestyle strategies
- Decrease inpatient admissions and length of stay; lower health care utilization
- Increase adherence to evidence-based guidelines for care
- Enable overall health improvement
- Encourage preventive screenings and immunizations, such as flu vaccine
- Identify depression and advise on access to appropriate behavioral health resources
ConditionCare: Key Features

ConditionCare program features include:

- Primary **Nurse Coach** model for one-on-one coaching and intervention
- **Holistic health management** approach to meet participant’s total health needs
- Support from **multi-disciplinary team** of health professionals such as dietitians, pharmacists, exercise physiologists, social workers and more
- **Comprehensive reporting** package detailing participant activity and health outcomes
- 24/7 toll-free **access to health professionals**
- Condition-specific educational materials, as well as **health and wellness resources**
- Integration with health plan for **care coordination** to achieve optimal outcomes
The Case for Condition Management

Each year, these specific conditions have a significant impact on health care costs:

- In 2004, asthma was responsible for 1.1 million hospital outpatient visits, 1.8 million hospital emergency department visits, and 13.9 million doctor office visits.\(^1\)

- The cost of caring for a diabetic increases every year. According to an American Diabetes Association study, people with diabetes have health care expenditures that are 2.3 times higher ($11,744 vs. $5,095) than those without diabetes.\(^2\)

- About 22 percent of male and female heart attack victims will be disabled with Heart Failure within 6 years.\(^3\)

- COPD is the fourth leading cause of death in America. Smoking is the primary risk factor for COPD. Approximately 80 to 90 percent of COPD deaths are caused by smoking.\(^4\)

Sources:
1. CDC, 2004
3. Heart Disease and Stroke Statistics, 2008 Update, American Heart Association
ConditionCare: Asthma

ConditionCare: Asthma program helps members identify and manage potential asthma triggers within their environments.

- Participants with Asthma receive support to help improve self-management including:
  - Following an asthma self-management action plan
  - Taking appropriately prescribed asthma medications
  - Guidance on proper use of inhaler and nebulizer devices as needed
ConditionCare: Diabetes

**ConditionCare: Diabetes** program provides ongoing support for members to help prevent acute health events and related costs.

- **Participants with Diabetes receive support to help them:**
  - Follow a diabetes self-management action plan
  - Taking diabetes medications as prescribed
  - Stay on track with in-depth and regular screenings, such as screenings for A1c (blood sugar), kidney function, blood lipids, blood pressure control and more
ConditionCare: Heart Failure (HF)

ConditionCare: Heart Failure program provides guidance and support for medication adherence, dietary and physical activity changes, as well as ongoing monitoring.

- Participants with Heart Failure receive support to help them:
  - Follow a heart failure self-management action plan (Diet and Weight monitoring)
  - Improve adherence to prescribed ACE inhibitor/ Beta Blocker medications
  - Blood Pressure at target Levels
**ConditionCare: COPD**

**ConditionCare:** Chronic Obstructive Pulmonary Disease program aims to slow the progression of the condition so participants can live healthier, more productive lives.

- Participants with COPD receive support to help them:
  - Improve adherence to COPD medications
  - Identification of potential issues (prevent upper airway infections)
  - Support for breathing techniques and proper exercise and energy conservation techniques
ConditionCare: Coronary Artery Disease (CAD)

**ConditionCare:** Coronary Artery Disease program helps participants better understand their condition and follow their physician’s plan of care.

- **Participants with CAD receive support to help:**
  - Better understand the progression of the disease
  - Recognize early warning signs
  - Improve adherence to annual lipid test
  - Improve adherence to beta blocker post MI and ACE inhibitor
  - Improve self-reported blood pressure control
Both members and employers benefit from ConditionCare:

• **Members**
  - Guidance and support to adopt healthier behaviors
  - Holistic health management to meet total health needs
  - Greater understanding and control of health risks and conditions
  - 24/7 access to a primary nurse and access to multi-disciplinary team of health professionals

• **Employers**
  - More appropriate health care utilization which can help lower costs
  - Better health management for prevalent and costly conditions
  - Improved productivity & satisfaction; reduced absenteeism
  - Integration with health plan for seamless program delivery
We proactively identify eligible members and employ an “opt-out” model utilizing available and relevant data, such as:

- Medical and pharmacy claims
- Ancillary data files, such as lab and vision data*
- Health risk assessments*
- Physician referrals
- Self-referrals
- Complementary referrals from other 360° Health programs
- Referrals from the health plan

*If available
ConditionCare: Member Stratification

ConditionCare’s predictive modeling process seeks to find those individuals deemed to be “at risk” for future complications and high costs.

- **AccuStrat® 2.0** – sophisticated, proprietary predictive modeling process assesses total health risk
- Segmentation into 3 tiers:
  - **Low Risk** – identified as those having stable, well-managed conditions.
  - **Moderate Risk** – identified as those likely to benefit from targeted interventions and one-on-one management
  - **High Risk** – identified as those most likely to benefit from one-on-one telephone management with an assigned nurse coach
- **Member Care Plan** – provides appropriate and timely level of targeted interventions
**ConditionCare – Intervention Approach**

- **High Risk**
  - Targeted intervention focused on condition stabilization and Intensive intervention for health & cost optimization
  - Primary Nurse Coach
  - Holistic assessment
  - Comprehensive care plan
  - Depression screening
  - Pharmacy counseling
  - Dietary Counseling
  - Access to a nurse 24x7
  - Quarterly educational newsletters
  - Monthly re-stratifications

- **Moderate Risk**
  - Moderate risk participants are managed on average for 6 months, high risk participants for approx. 12-18 months.
  - Dietary Counseling
  - Access to a nurse 24x7
  - Quarterly educational newsletters
  - Monthly re-stratifications

- **Low Risk**
  - Education, support & self-management tools
  - Access to a nurse 24x7
  - Quarterly educational newsletters
  - Monthly re-stratifications
ConditionCare: Member Educational Materials

Our comprehensive actionable materials reinforce program interventions and further assist members in controlling their condition.

- **Initial Condition-Specific Assessment** – The Nurse Coach performs a condition-specific compliance/severity assessment
- **Condition-specific care guides** – helpful information about condition self-management
- **Bilingual Nurses and Network Services Language Line** – more than 100 languages accommodated
- **Actionable Materials** – medication diary, educational resources, wallet card with phone #
- **Quarterly Newsletter** – condition-specific with timely health news and lifestyle information
ConditionCare: Support Programs

Additional program options available with ConditionCare include:

- **Vascular At-Risk** – targets hypertension, hyperlipidemia and metabolic syndrome
- **Low Back Pain** – focuses on disorders of the lumbar region
- **Cancer** – targets those members with breast, prostate, colon and skin cancer
- **Musculoskeletal** – addresses arthritis, osteoporosis, and hip and knee replacements
- **Chronic Kidney Disease (CKD)** – identify members at an early stage and slow the progression of kidney disease. Also promotes quality, cost-effective care and the highest achievable clinical outcomes for members with End-Stage renal Disease (ESRD)
ConditionCare: Medical Guidelines

ConditionCare programs adhere to nationally-accepted medical guidelines to help ensure clinical excellence in program delivery.

Guidelines established by organizations such as:

- American Diabetes Association
- American College of Cardiology
- American Heart Association
- Global Institute for Chronic Obstructive Lung Disease
- National Heart, Lung, and Blood Institute
- Health Plan Employer Data and Information Set (HEDIS®)

HEDIS® is a registered trademark of the National Committee for Quality Assurance.
ConditionCare encourages **physician feedback and collaboration** to help improve program outcomes. Our multi-level approach to **collaborating with physicians** includes:

- **Introducing** physicians to the program and explaining how to conduct referrals
- **Notifying** physicians of their patients’ participation in program
- **Encouraging** participants to follow physician’s plan of care
- **Identifying** provider community-based services that integrate with our programs
- **Conducting** and analyzing provider satisfaction assessments
ConditionCare: Results

ConditionCare delivers results that can have a positive impact for both employers and members.

- Our ConditionCare disease management programs **report an ROI of at least $2:$1 or better**\(^1\). That means for every dollar invested our customers realize $2 or more in savings.
- Members participating in ConditionCare gave the program **high marks for overall** value and satisfaction in a recent survey\(^2\):
  - **3 out of 4** feel more confident about managing their condition as a result of participating in the program.
  - **93%** of those who spoke with a nurse coach as part of their program participation gave an excellent rating of their experience.
  - **85%** are likely to recommend the program to others.
  - **89%** rate the program as valuable in helping them manage their condition as compared to other sources of information.

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\(^1\)Internal Health and Wellness Solutions data study and Actuarial validation, 2009

\(^2\) Internal Health and Wellness Solutions Q1 2009 Member Satisfaction Study
Member Care Story: 
Diane Gardea - Asthma

ConditionCare Participant

- When it comes to her asthma, Diane G. knows that a proactive approach is the best way to go. So when she received a phone call from her insurance company inviting her to enroll in its ConditionCare program, she accepted the offer right on the spot.

- After answering a few questions over the phone, Diane was registered for the ConditionCare program, which is offered to qualifying members at no additional charge. A short time later she began receiving well-being calls from Ananda Hansa, R.N., her ConditionCare nurse.

- During their calls they’d discuss how Diane’s asthma was doing, how she was feeling, questions she should ask her doctor, and any preventive steps she should take to maintain her good health.

- Ananda also reviewed with Diane the importance of having an inhaler with her at all times and recommended she contact her doctor for additional ones to keep in her car and bedside table. Ananda also discussed with Diane the importance of using a peak flow meter and encouraged her to work closely with her doctor to better monitor her zones.

“ConditionCare makes me feel warm and taken care of,” says Diane. “I keep Ananda’s toll-free number right next to my doctors’ numbers. It’s reassuring to know her support is always just a phone call away.” – Diane Gardea
ComplexCare: Program Overview

ComplexCare is a proactive, collaborative, and member-centric program that includes:

- Powerful predictive modeling help identify members most at risk
- Access to care coordination for situations requiring intense intervention
- Facilitating behavior change to help prevent or reduce exacerbations of illness and related costs
ComplexCare: Goals

ComplexCare targets high risk/high cost members in your population that aren’t being managed in other 360° Health programs.

- Support members with multiple, high-level care issues who may not be appropriate for other disease management programs
- Help improve member self-management of chronic conditions
- Empower members to improve their health & quality of life
- Help increase adherence to recommended lifestyle strategies
- Promote member and provider collaboration
ComplexCare: Key Features

ComplexCare program features include:

• Program employs both a predictive and responsive approach to care management

• Predictive modeling to proactively identify those members likely to incur extreme care and costs

• Real-time live referrals for serious, acute medical events

• One-on-one relationship with a dedicated Complex Care Nurse Coach:
  • Help ensure that members receive appropriate benefits available through their health plan
  • Provide information to help participants make better decisions about care options and care transitioning
  • Provide individualized education, preventive care and self-management tips
  • Offer personalized attention, goal planning and lifestyle coaching
  • Help members avoid or reduce the incidence of hospital re-admission
  • Coordinate care between providers and other necessary services
  • Help locate other available resources such as community aid and assistance
The Case for ComplexCare

Early intervention to help people monitor and control risk factors can result in significant long term savings and improved health:

- Awareness, early intervention and condition management decrease overall health care costs.

- 30% of the population consumes 90% of health care resources.

- 1% of complex health needs drive 28% of health care costs.
Examples of conditions include:

- Cystic Fibrosis
- Rheumatoid Arthritis
- Multiple Sclerosis
- Types of Cancer
- Traumatic Brain and Spinal Cord Injury
- Stroke
- Severe Burns
- Multiple trauma, (e.g. car accidents)
ComplexCare: Benefits

Both members and employers benefit from ComplexCare:

Member:

• Supportive outreach/maximized member health
• One-on-one nurse support
• Care coordination, education about benefits, care options and care transitioning
• Individualized education, preventive-care and self-management tips
• Access to multidisciplinary team including: RNs, social worker, dietitians, pharmacists, respiratory therapists, medical director

Employers:

• Lower health care costs
• Proactive member identification and engagement
• Integrated care helps reduce costs
• Helps in reducing absenteeism, condition-related disability, hospitalizations and ER visits
ComplexCare: Identification of Members

We proactively identify eligible members using:

- State-of-the-art Accustrat 2.0 predictive model
- 500 markers of health risk
- Utilization management referrals and (UM) activity reports
- Health Risk Assessment
- Physician Referrals
- Referrals from other 360° Health programs
- Utilization management (UM) activity reports
- Pharmacy claim reports, high-dollar pharmacy claims, and disease-specific notification
ComplexCare: Continuum

Intervention Continuum

ComplexCare Continuum

Predictive and Responsive

- One-on-one relationship with Complex Care Nurse Coach
- Promote and facilitate member behavior change
- Provide education for condition self-management
- Helps avoid/reduce risk of hospitalization

- Help prevent exacerbation of condition/illness and hospital re-admissions
- Assist member/family with care coordination and optimization of benefit coverage
- Help assure quality and appropriateness of care accessed
ComplexCare: Member Stratification

ComplexCare predictive component stratifies enrolled members into one of three (3) acuity tiers based on risk factors:

• **Tier 1** - Contact at least once every 4-6 weeks

• **Tier 2** - Contact at least once per month

• **Tier 3** - Contact more than once per month

Re-stratification may occur at any time based on changes in the member’s health status and assessed needs.

Members identified via live referral for the responsive component receive services and interventions tailored to their specific acute needs.
ComplexCare: Member Outreach and Engagement

The ComplexCare program utilizes an industry-leading, technology-enhanced, personal touch approach:

- Health Outreach Specialist (HOS) team contact by telephone
- Members complete an initial assessment
- Assigned Complex Care Nurse Coach contacts member for more comprehensive assessment and stratification
- Complex Care Nurse Coach develops individualized care plan
- Targeted and customized educational materials mailed
- Informational mailings and letters are also sent to members that we did not reach by phone to encourage participation in the program
- Self-care via Web-based, self-help tools & 24/7 NurseLine
- Follow-up assessment
Members enrolled in the ComplexCare program receive the following materials to support their plan of care:

- Goals letter
- Program Closure/Graduation letter
- Educational Materials Procedures letter
- Educational Materials (health information teaching sheets)

Personalized support when you need it the most

If you have multiple health care issues or have a condition that puts you at risk for frequent and high levels of medical care, there’s a program that may help. Registered nurses in our ComplexCare program are available 24 hours a day, seven days a week to support and assist you in managing your personal health care needs.

The nurses in this program are trained in helping our members who are receiving a high level of medical care. Your nurse works with you and your treating physician to create an individualized plan that includes goals to help promote self-management of your condition.

<table>
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<tr>
<th>Benefits you can receive with ComplexCare:</th>
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<tbody>
<tr>
<td>- Personalized attention, goal planning and health and lifestyle coaching</td>
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<tr>
<td>- Strategies to help promote self-management skills and medication adherence</td>
</tr>
<tr>
<td>- Resources to answer health-related questions for specific treatments</td>
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<tr>
<td>- Access to other essential medical management programs</td>
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<tr>
<td>- Coordination of care between your providers and other services you may need</td>
</tr>
<tr>
<td>- Provide information to help you make informed decisions about your health care</td>
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ComplexCare is specifically designed to help you effectively manage your condition and help improve your health status and quality of life. Call 1.8XXX.8XXX to take advantage of this important program. To learn more about your condition, call your doctor or visit the Condition Centers at MyHealth@Anthem.com.

Go there now
- Anthem.com » Members » Enter your state » MyHealth@Anthem » Condition Centers
ComplexCare: Provider Engagement

ComplexCare encourages physician feedback and collaboration to help improve program outcomes. Our multi-level approach to collaborating with physicians includes:

• Reinforces the treating physician’s prescribed plan of care

• Encourages establishing and maintaining the doctor-patient relationship

• If needed, a Complex Care Nurse Coach will contact physicians via telephone, fax and Web-based communications
Promotional Resources at Your Fingertips

Make sure your employees know the 360° Health programs available to them.

Go to http://group.anthem.com/360health

Here you will find:

• Program posters with phone numbers
• Program fliers with phone numbers
• Email templates that promote programs
Promotional Ideas

1. Hang posters or fliers in common areas like the cafeteria, break room, stairwells or elevators
2. Post the ConditionCare phone number where HR resources are housed (bulletin board or intranet).
3. Use the email templates to send quarterly or monthly emails highlighting one health program or a wellness article from Time Well Spent
4. Provide fliers at Open Enrollment meetings, in your HR office, or on your company intranet site
5. Highlight health programs in your company employee newsletter
When Donna Wilson’s* doctor told her she had lupus, a chronic autoimmune disease that can affect the skin, joints and organs, the first thing she thought of was her landscaping business, her independent lifestyle and providing for her family.

When she received a letter inviting her to join the ComplexCare well-being program, she saw it as opportunity to expand her health care team and learn more about her disease.

A social worker was able to identify several local resources that could help her live more comfortably with her condition. A ComplexCare nurse also called her from time to time to consult with her on a variety of topics like her many medications, interactions and things she could do to alleviate symptoms when her lupus would flare up.

“ComplexCare really helped take the edge off of my illness,” says Donna. “I knew if I had any questions or needed to talk about what I was going through, someone in the program would be there for me.” Today, with ComplexCare’s encouragement and support, Donna has been able to take a proactive role in managing her lupus.

“ComplexCare really helped take the edge off of my illness. I knew if I had any questions or needed to talk about what I was going through, someone in the program would be there for me...ComplexCare is a great program that I’d definitely recommend to others,”

– Donna Wilson

*participant pseudonym
Thank you for your time today!

If you have questions about this presentation or your benefits, please contact your Anthem Blue Cross and Blue Shield representative.