



BlueCross BlueShield
of Illinois



2022 HEALTH ADVOCACY SOLUTIONS

Taking care of your employees so you can take care of business

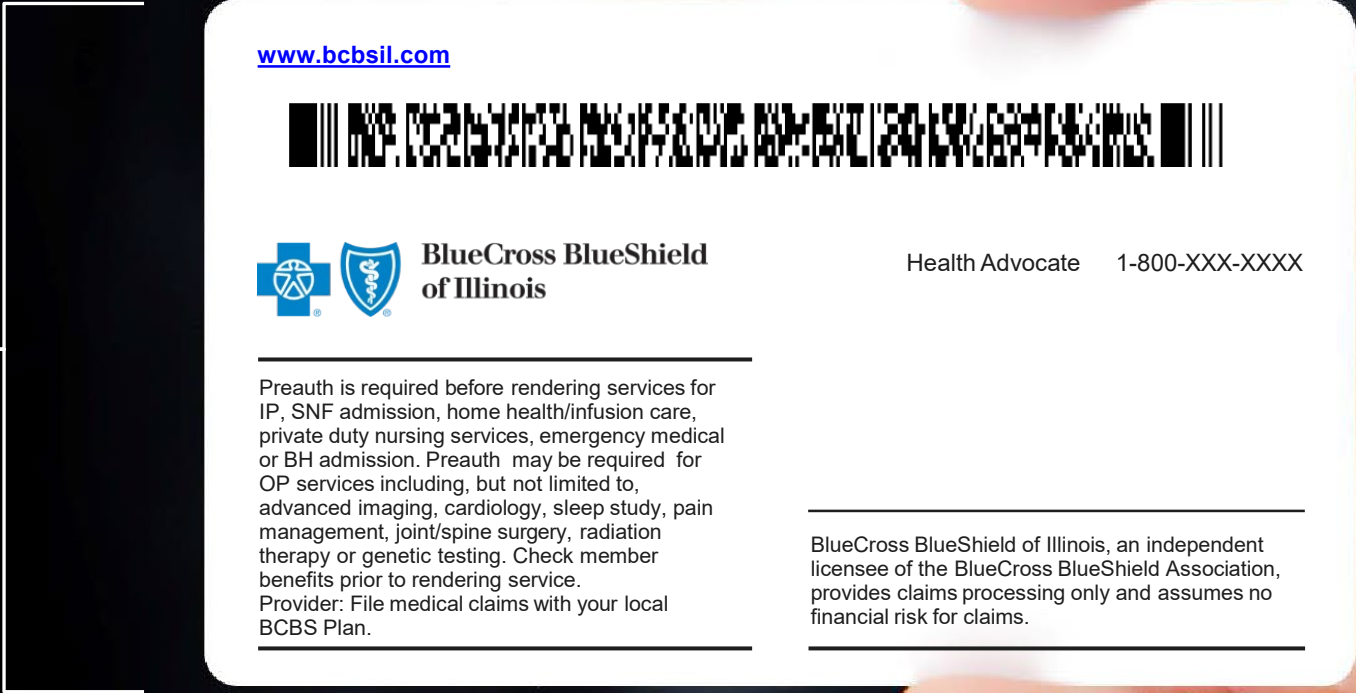


THE ONLY **ONE YOU NEED**

ONE
ID CARD

ONE
NUMBER

ONE
POINT OF
CONTACT



UNIFIED COLLABORATION
CREATES A DIRECT
PERSONAL
ONE-STOP
EXPERIENCE

PERSONAL SUPPORT FROM THE
RIGHT EXPERT
WHEN MEMBERS NEED HELP



THE POD

WHERE IT ALL BEGINS

Each concierge Health Advocate sits within a Pod, a multidisciplinary team that includes:

Clinical Health Advocate (RN)

Benefits and Transparency Expert

Medical Director

Behavioral Health Clinician

Social Worker

Pharmacist



The Pod collaborates to provide complete guidance and support for health issues a member is facing

HEALTH ADVOCATES

Imagine all of your employees having access to a caring and experienced health champion

Identify and address social and economic barriers to better health

Provide expert help for specialty health issues

Give hands-on navigation and care support

Have deep expertise and people engagement experience

Health Advocates provide that high-touch, personal experience that reduces frustration, increases engagement and influences positive behavior change.

Taking on Social Determinants of Health (SDoH)



Health advocates screen for SDoH using culturally sensitive communication that allows individuals to feel respected and valued.

Whenever an Advocate engages with a member, they assess for:

- economic stability
- barriers to transportation
- access to healthy food
- physical environment
- safety concerns



80%

of health outcome are tied to SDoH*

Advocates provide targeted outreach to address each person's SDoH barriers. This member-centric approach ensures improved health care outcomes by focusing on the whole person.

*University of Wisconsin Population Health Institute and Robert Wood Johnson Study: Diversity Best Practices, Diversity & Inclusion in the Healthcare Industry, March 2018

SPECIALIZED NAVIGATION

Specialized health advocates who better understand where you are in your journey provide a curated, personal experience.



DIABETES



ONCOLOGY



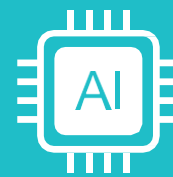
**GENDER
AFFIRMATION**



CAREGIVER



**END OF LIFE
PLANNING**



BEST-IN-CLASS TECHNOLOGY

Powering Meaningful Interactions, Integration and Tools



NEW! DIGITAL MENTAL HEALTH

with Learn to Live

TOOLS TO TAKE CONTROL

Digital Mental Health, powered by Learn to Live, is based on proven fundamentals of cognitive behavioral therapy. Members begin with a comprehensive online assessment and personalized program recommendations. Users progress through interactive, online lessons and have opportunities to work with a live coach.

Digital Mental Health offers:

- A convenient and confidential way to address mental health concerns
- Support from licensed coaches through email, text messaging or phone
- Communication campaigns to raise awareness and gentle reminders to help members stay on course
- No added cost to employees
- Education and normalization to help break down mental health stigma



TOOLS TO TAKE CONTROL

WELL onTARGET® Member Portal

Wellness Tools, Interactive Coaching, Fitness App Integration, Blue PointsSM, Fitness Program Discounts

HINGE HEALTH

Chronic Back, Hip, Shoulder and Knee Pain Management, and NEW Digital Musculoskeletal Clinic

WONDR HEALTH (formerly Naturally Slim®)

Weight Management and Metabolic Syndrome Reversal

OMADA®

CDC-recognized Diabetes Prevention and Hypertension Programs

LIVONGO®

NEW Whole Person Solutions – Management of Prediabetes, Diabetes and Hypertension

WOMEN'S & FAMILY HEALTH

Ovia® apps for Fertility, Pregnancy, Parenting

Blue Points program rules are subject to change without prior notice. See the Program Rules on the Well onTarget Member Wellness Portal at wellontarget.com for further information.

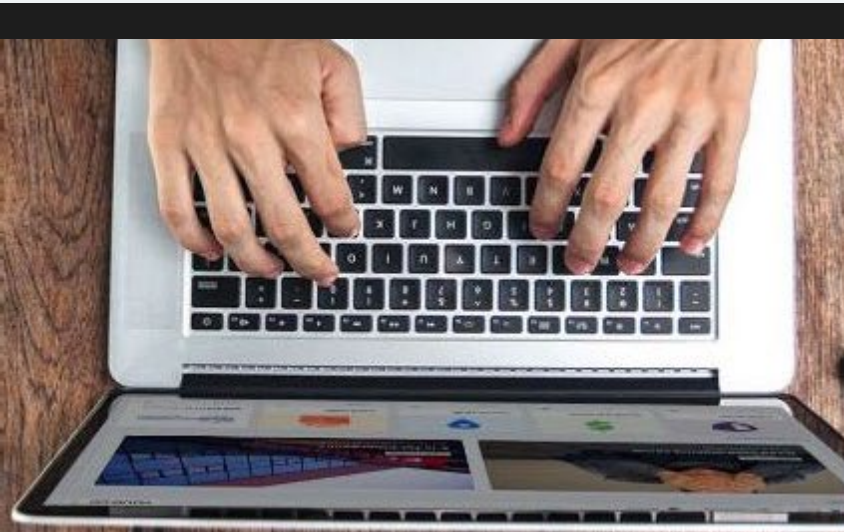
Livongo, Omada, Wondr Health, Ovia and Hinge Health are independent companies that provide chronic disease prevention and health management solutions for Blue Cross and Blue Shield of Illinois. BCBSIL makes no endorsement, representations or warranties regarding third-party vendors and the products and services offered by them.

HEALTH ADVOCACY SOLUTIONS HEALTH HUB

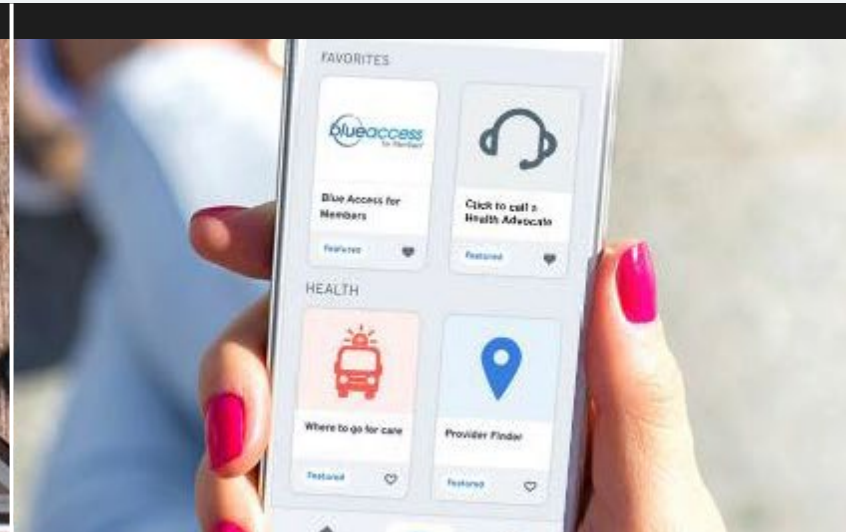
POWERED BY MYEVIVE*

- Seamless digital connection to your health advocate
- Deeply connected to show true value of your benefits
- Reduces administrative headaches – optimized pricing, unified contracting and billing

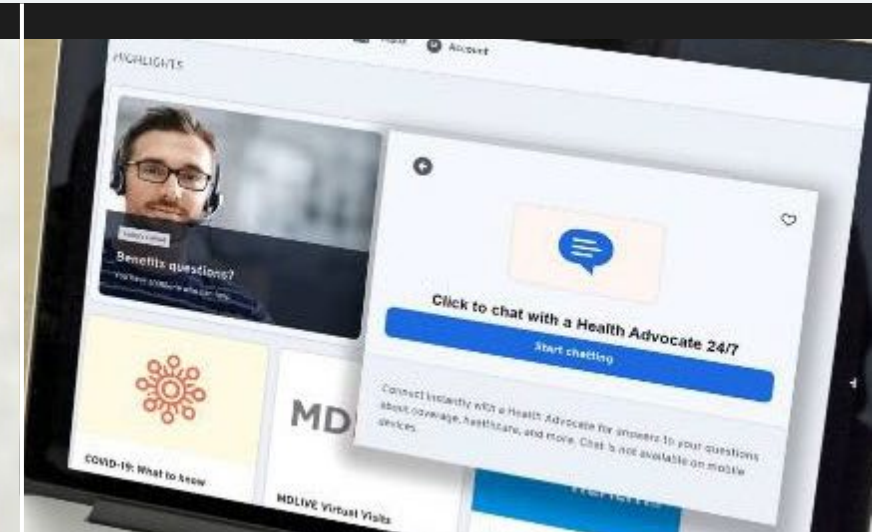
PERSONALIZED CONNECTION – ANYTIME, ANYWHERE



ONLINE



MOBILE



LIVE CHAT

*The Health Hub or MyEvive portal, powered by Evive, is included in the core Health Advocacy Solutions Package and features health vendors. Upgrade to the Digital Member Hub to feature vendors across your whole benefits ecosystem. Multi-carrier experience options available through separate contract with Evive. Evive Health, LLC. is an independent company that provides health care communications and digital member platform for Blue Cross and Blue Shield of Illinois.

REALIZING CHANGE WITH **MEMBER REWARDS**



Member Rewards offers an average savings of
\$608 PER CLAIM*

GOOD HABITS FOR YOUR EMPLOYEES

Tangible benefit. Increased satisfaction.

MORE VALUE FOR YOU

Active engagement. Increased savings.

SHOPPING NOW
SAVES YOU
CASH LATER

*The average savings figure is based on Sapphire Digital data from September 2020. Estimates found on Provider Finder are estimates for various providers, facilities and procedures. Savings depend on which providers and facilities members choose.

A woman with blonde hair, wearing black-rimmed glasses and a blue denim jacket over a light-colored top, is smiling warmly at the camera. She is seated in a modern office environment. In the background, there are computer monitors, office desks, and various office supplies, all slightly out of focus. The lighting is bright and even, typical of a professional office space.

QUESTIONS &
ANSWERS



APPENDIX

DIABETES NAVIGATION SUPPORT



A certified diabetes educator helps members navigating this complex condition.

- Educate how to manage and overcome barriers
- Medication assistance
- Minimize risk for long-term complications and avoiding the ER
- Guidance connecting with other programs and community-based resources
- Help finding cost savings

SUPPORT WORKING TOWARD GOALS

ONCOLOGY NAVIGATION SUPPORT



Specialized oncology experts help members navigate the complexities of cancer care.

- Anticipate needs
- Understand treatment plans
- Facilitate informed decision-making
- Provide education to increase treatment adherence
- Attention to management of symptoms, minimizing complications, decreasing avoidable ER visits and hospitalizations
- Managing medication cost

SUPPORT TOWARD THE BEST OUTCOME AND QUALITY OF LIFE

GENDER AFFIRMATION NAVIGATION SUPPORT



Helping Transgender and Gender-diverse members navigate unique complexities.

Support navigating in- and outside of the traditional bounds of health care – medical, social, institutional:

- Education on benefits, exclusions and medical policies
- Whole person support – medical, behavioral health and social care
- Guidance through medical, social and institutional transitions
- Specialists skilled in gender-affirming care needs

**SUPPORT FOR A HEALTH CARE EXPERIENCE THAT IS RESPECTFUL AND
SENSITIVE TO COMPLEX NEEDS**

CAREGIVER NAVIGATION SUPPORT



We support members so they can best care for their loved ones and themselves.

Assist members who are a primary/secondary caregiver for an aging parent/in-law, or an adult/child with a disability or other health issue.

- Personal assessment helps identify needs of both the caregiver and the individual being cared for, whether or not they are a member
- Investigate potential resource solutions and financial support options
- Provide additional help to alleviate some of the stress that occurs in caregiving situations

SUPPORT THAT HELPS CLOSE CHALLENGING RESOURCE GAPS

END-OF-LIFE PLANNING NAVIGATION SUPPORT



When members must face the reality of end-of-life planning, we're here to help.

- Anticipate needs
- Provide education and guidance:
 - Medical
 - Financial
 - Emotional
 - Physical support
- Help facilitate informed decision-making

SUPPORT TO HELP EASE THE BURDEN

STRATEGIC COMMUNICATIONS FUEL ONGOING ENGAGEMENT

Take the easy path to better health.

BlueCross BlueShield of Illinois

YOUR HEALTH PLAN CHECKLIST
Important Reminders

Spending five minutes now can make your life easier later.

NEED CARE NOW?

We're here 24/7 to help you figure out where to go.

CONNECT WITH A HEALTH ADVOCATE TODAY

We understand you may have received a new diagnosis or a referral to see a specialist.

HEALTHY REMINDER

It's time for a cholesterol test ... and it's covered!

Activation

Education & Engagement

Targeted Communications

Jump Start Your Health Benefits

Do these quick steps now and make your life easier!

Have a health question, concern or condition? We are here to help.

You have a health advocate.

You don't need to be rich and famous to have a personal assistant.

You have a health advocate. Just call **248.444.4444** if you or health care quest. Need help with a he hours? Call and spe Let us know how to with important heal Just text **CONTACTI**

HEALTHY REMINDER

Staying on top of your diabetes can help you be healthier now and in the long run.

FOR PRIME MEMBERS

CHOOSE HOME DELIVERY

You can save time and money by having the pharmacy ship your 90-day supply of long-term medicines right to your home – and standard shipping in the U.S. is available at no extra cost!