



# Wellbeing Management

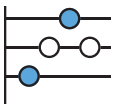
## Empower+ for Groups with 1-150 Members

### A Complete Solution for a Healthier Workforce



#### Health Advisor

A care team, led by a health advisor, addresses the mental, physical and emotional aspects of health issues for the most costly and complex cases.<sup>1</sup> Members can interact with their health advisor through email, secure messaging or scheduling a callback. Health advisors may also send text message reminders.



#### Advanced Analytics

State-of-the-art algorithms help health advisors identify members earlier in their health journey when interventions can have the greatest impact on health outcomes and cost of care. Expanded targeting evaluates more conditions and identifies more high-cost and potential high-cost claimants than Enable.

### Empower+ Package Highlights

- A blend of high-tech and high-touch
- Expanded targeting, outreach and interventions compared to Enable
- Potential for greater cost savings than Enable



### Targeted Messaging

Automated touch points triggered by missed appointments, tests and prescription refills help engage members across the health spectrum. Personalized reminders emphasize the importance of annual visits, preventive screenings and immunizations. Educational messages encourage members with chronic conditions, such as diabetes and asthma, to take actions to improve their health.



### Utilization Management (UM)

Evidence-based care can yield improved health and financial outcomes. Our UM processes help prevent misuse and overuse, which can improve member health and reduce medical spend. Programs address a wide spectrum of health care costs, including:

- Inpatient services
- Select outpatient services
- Specialty drug prior authorization



### Behavioral Health

Multi-disciplinary teams help identify, reach out to and engage members with coexisting medical and behavioral conditions. The program also includes:

- Digital Mental Health through Learn to Live<sup>2</sup> that includes cognitive behavioral therapy-based programs for anxiety, depression, insomnia, panic and resiliency
- Inpatient and outpatient utilization management
- Specialty teams for opioid and substance use, autism and eating disorders
- Personal support for members adjusting to a life event – or in need of intensive behavioral health services

# INTEGRATING MEDICAL, BEHAVIORAL HEALTH AND PHARMACY PROGRAMS IS FUNDAMENTAL TO HOLISTICALLY MANAGING EMPLOYEE HEALTH.



## Pharmacy<sup>3</sup>

Cohesive pharmacy benefits can improve the clinical and financial results of your employees' care. Our integrated medical and pharmacy programs can lead to:

- Improved medication adherence
- Better management of high-cost therapies
- A simpler, more inclusive member experience
- Access to affordable prescription drugs



## Special Beginnings<sup>®</sup>

This structured maternity program enables early identification of high-risk pregnancies and supports and educates expectant mothers from early pregnancy to six weeks after delivery.



## Digital Health Programs

Complementary digital coaching delivered by premier, preferred vendors helps reduce risks involved with costly chronic disease categories, including:

- **Hinge Health<sup>®</sup> Chronic Musculoskeletal Program:** Wearable devices and coaching help members treat joint and spine issues from the comfort of their own home.
- **Livongo Diabetes and Hypertension:** Connected devices and coaching promote behavior changes for members with diabetes and hypertension.
- **Wondr<sup>™</sup> (formerly Naturally Slim):** Provides a weight loss and metabolic syndrome reversal program.



## Well onTarget Member Wellness Portal

Personalized action plans, along with fitness and nutrition device integration, jump start each employee's journey toward overall wellbeing. Convenient digital self-management programs address a variety of wellness and lifestyle topics, including:

- Stress
- Weight loss
- Tobacco cessation
- Asthma, diabetes and other chronic conditions
- Sleep health
- Financial wellbeing

# ONLINE PROGRAMS AND MOBILE APPS LET EMPLOYEES WORK TOWARD BETTER HEALTH HOW, WHEN AND WHERE THEY WANT.



## Fitness Program

Employees can choose a fitness program plan option that best fits their family's budget and preferences. Additional program benefits include:

- Access to a studio class network
- Family friendly perks
- Digital fitness access
- Mobile app with real time data



## Blue Points<sup>SM</sup>

Members can earn points for completing healthy activities like taking a Health Assessment, enrolling in a self-management program, joining the Fitness Program or using a fitness tracker. They can then redeem those points for merchandise.



## 24/7 Nurseline

Nurses guide members to the appropriate level of care for their health issue, answer general health questions and direct members to an audio library of 1,000+ health topics. They can also access benefits information to direct members to other programs that may be helpful.



## Comprehensive Reporting

Gain a deeper understanding of your population's behaviors through participation and outcome insights from multiple programs and channels. Hard-dollar savings and avoided costs are included to substantiate the value of the programs for your unique employee population.

**To find out whether this solution can help your organization meet its goals for health benefits and cost management, contact your Blue Cross and Blue Shield of Illinois Account Representative.**

1. Communications and information from the program are not meant to replace the advice of health care professionals. Members should talk to their doctors about their health care needs. Decisions regarding course and place of treatment remain with members and their health care providers.
2. Learn to Live provides educational behavioral health programs; members considering further medical treatment should consult with a physician.
3. Applies to groups with BCBSIL carve-in pharmacy benefits.

Some programs not available for HMO members. Contact your Account Executive for program-specific details.

Learn to Live, Inc. is an independent company that provides online behavioral health programs and tools for members with coverage through Blue Cross and Blue Shield of Illinois and is solely responsible for the services it provides.

Livongo, Wondr Health and Hinge Health are independent companies that have contracted with Blue Cross and Blue Shield of Illinois to provide condition management solutions for members with coverage through BCBSIL.

BCBSIL makes no endorsement, representations or warranties regarding third-party vendors and the products and services offered by them.

The Fitness Program is provided by Tivity Health<sup>TM</sup> Services, LLC, an independent contractor which administers the Prime<sup>®</sup> Network of fitness centers. The Prime Network is made up of independently-owned and managed fitness centers. Prime is a registered trademark of Tivity Health, Inc. Tivity Health is a trademark of Tivity Health, Inc.

Well onTarget is a voluntary wellness program. Completion of the Health Assessment is not required for participation in the program.

Blue Points Program Rules are subject to change without prior notice. See the Program Rules on the Well onTarget Member Wellness Portal for more information. Member agrees to comply with all applicable federal, state and local laws, including making all disclosures and paying all taxes with respect to their receipt of any reward.

Blue Cross<sup>®</sup>, Blue Shield<sup>®</sup> and the Cross and Shield Symbols are registered service marks of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield Plans.

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