

Putting Tools in the Hands of Our Members

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Anthem.

What We've Learned

Three primary drivers of good consumer experiences



CONFIDENCE in coverage

Feeling confident you are covered and will be taken care of in the event of a health issue



CLARITY of benefits

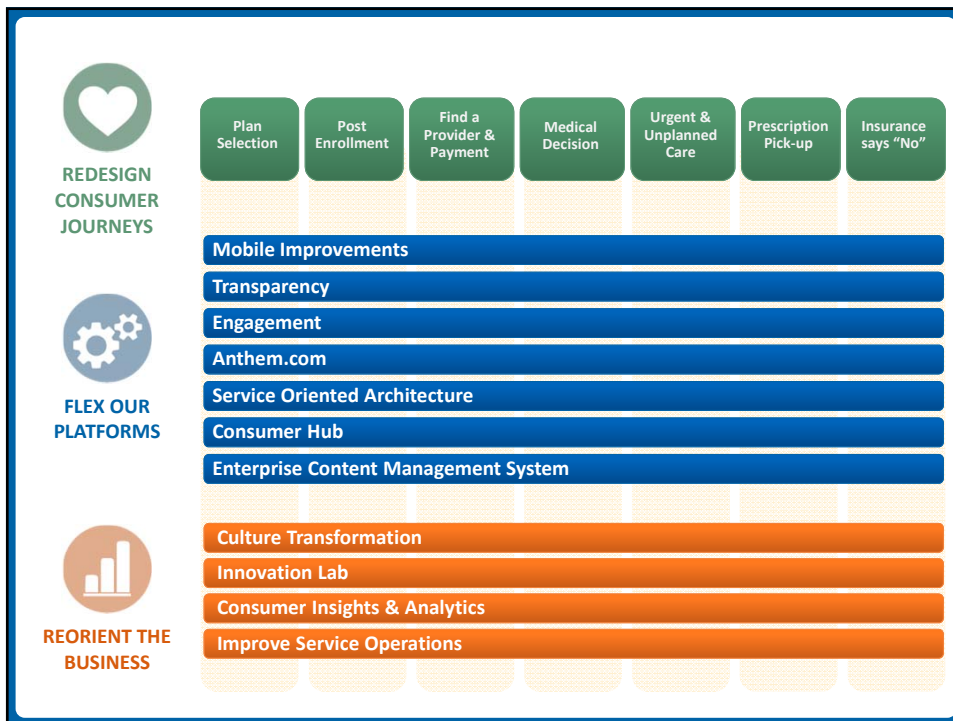
Understanding your costs and coverage so there aren't any negative surprises when you need to use your benefits



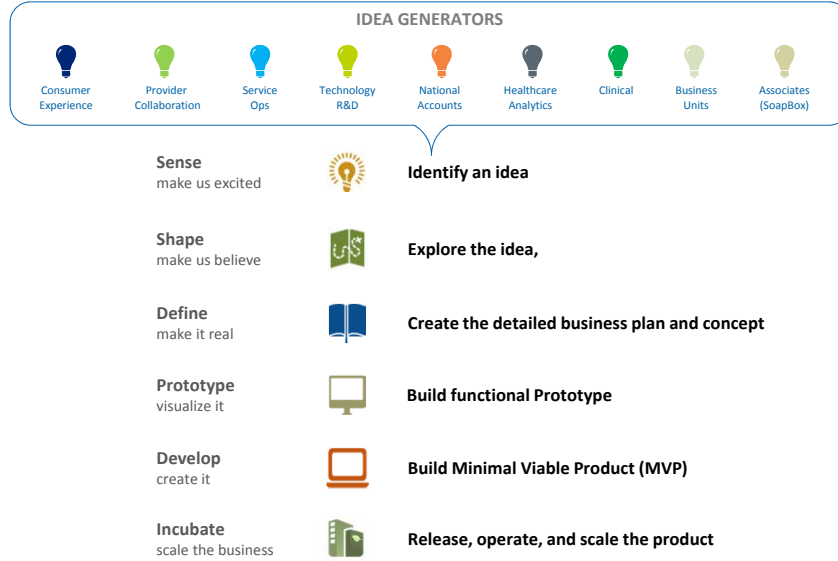
EASE of getting help

Minimal interaction with your insurer, except when you have a question or an issue arises – then high engagement through personalized, effortless service is demanded

Key Elements of our Consumer Experience Transformation



Our Process

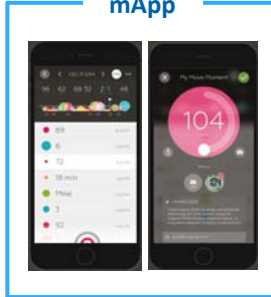


Mobile App Ecosystem for Diabetics

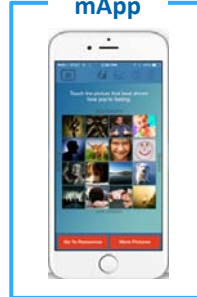
Care Evolution Family Health Record cFHR™ mApp



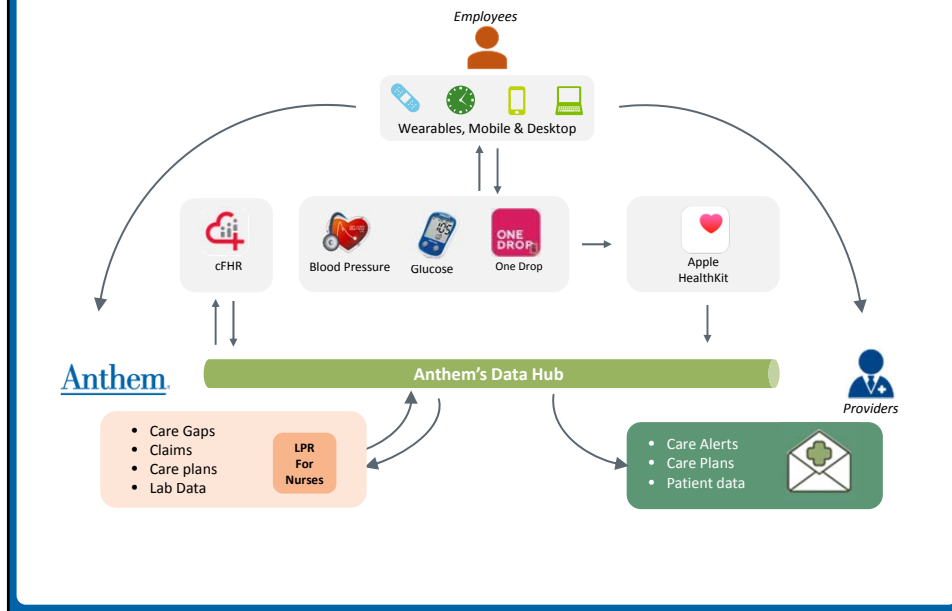
One Drop Diabetes mApp



myStrength mApp



mHealth Ecosystem Technology



TeleHealth Tracks



Patient Centricity Tools for Patients

Benefits:

- **Improve outcomes**
- Ability to initiate support
- Patient satisfaction
- Patient experience
- Caregiver involvement
- Self management
- Concierge medicine

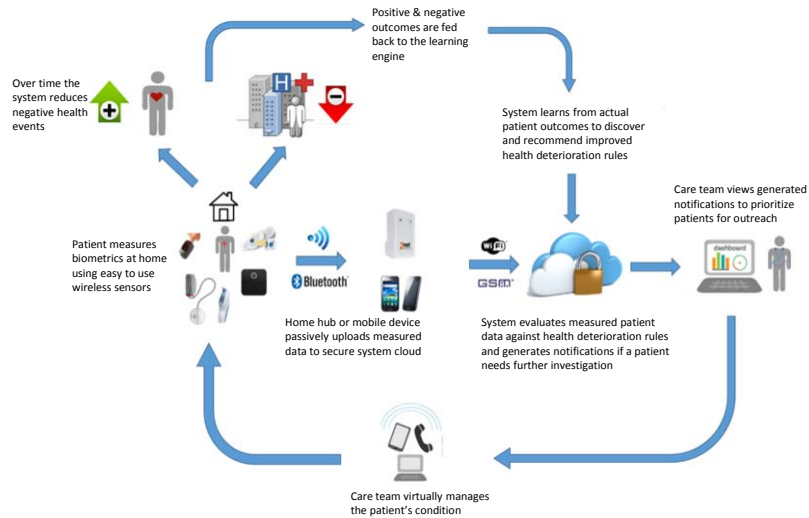


Clinical Outcomes and Efficiency Tools for Clinicians and IDT

Benefits:

- **Improve outcomes**
- High risk patient management
- Increase productivity
- Workload balance
- Lean out CCC's
- Reduce reliance on CCC's
- Solution for dispersed populations
- Expand target markets

Overview



mHealth for Clinical Consumer Experience for Digital / Mobile Channels



- Anthem Portal
- Mobile Configured Anthem Portal
- mAnthem mobile App
- Other Mobile configured & mobile Health Apps
- Digital device support (tablets, watches, etc.)

