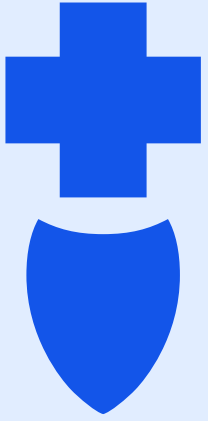




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Helping your employees find the right care at
the right time with our behavioral, clinical, and
digital platforms



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with our behavioral, clinical, and digital platforms



Anthem

Americans are facing a mental health crisis



1National Institute of Mental Health: *Mental Illness* (accessed March 14, 2023): [nimh.nih.gov/health/statistics/mental-illness](https://www.nimh.nih.gov/health/statistics/mental-illness).

2 Anthem internal data, commercial rolling 12 months between July 2021 to June 2022.

3 Anthem internal data, commercial rolling 12 months claims from December 2021 to November 2022 with runout through December 2022.

4 Substance Abuse and Mental Health Services Administration: *National Survey on Drug use and Health* (accessed February 2023): [samhsa.gov](https://www.samhsa.gov).

Addressing challenges that strain the system

Longer wait time for appointments

Increased demand for therapists and psychologists

Higher costs for out-of-network providers

Limited solutions to better address substance use disorders

High rate of increase in behavioral health issues

Overabundance of digital options in the market

Challenges navigating digital experiences



Anthem is your behavioral health partner

Transforming whole health through an integrated approach with physical and social needs, to help keep employees healthy and productive, while controlling costs



Access and quality

Navigating care faster with one of the nation's largest networks of behavioral health professionals, including virtual providers

Coordinated care

Working together, our physical and behavioral health clinicians connect individuals to care that addresses their physical, social, and behavioral well-being

Targeted analytics

Transforming data into powerful insights to manage risk and proactively close gaps in behavioral health

Making quality behavioral healthcare more accessible for your employees

We are strategically strengthening one of the nation’s most sophisticated networks of behavioral health professionals.



Our SydneySM Health app connects consumers to care faster, with 9 out of 10 survey respondents able to schedule a virtual mental health appointment sooner than an in-person one.¹



Our app lets people schedule virtual visits with psychologists and therapists within 7 days — half the time needed for scheduling in-person appointments.²



In 2022, nearly one third of virtual visits for urgent and specialty care were for behavioral health issues.³



Members surveyed about their virtual therapy experiences gave a net promotor score of 52 and patient satisfaction rating of 4.8 out of 5 stars.⁴



Our navigation services guarantee appointments with substance use disorder (SUD) providers within 48 hours.⁵

This SUD stat applies to BH buy-up.
Remove when presenting to BHCM-only client.

1 LiveHealth Online post-visit survey results: 2022.

2 Psychiatry Advisor: *Long Wait Times Typical for Psychiatry Appointments* (accessed August 2021): psychiatryadvisor.com.

3 Internal data, 2022.

4 LiveHealth Online post-visit survey results, 2021.

<5 Services are provided through our Behavioral Health Advantage product. >

Customized programs to improve outcomes and lower costs

Participants save an average of \$3,060 per year, or **16%** in total costs from participating in Behavioral Health Case Management (BHCM) co-managed with medical, pharmacy, and disease management.¹



of members were able to receive help with all their behavioral health needs in the last 12 months.²

\$1,152

average inpatient medical savings¹

\$2,493

average savings in total impactable medical costs for employees receiving Substance Use Disorder (SUD) treatment¹

80%

of employees show improvement in depression assessment¹

72%

of members stated that our virtual self-guidance support improved their emotional health.³

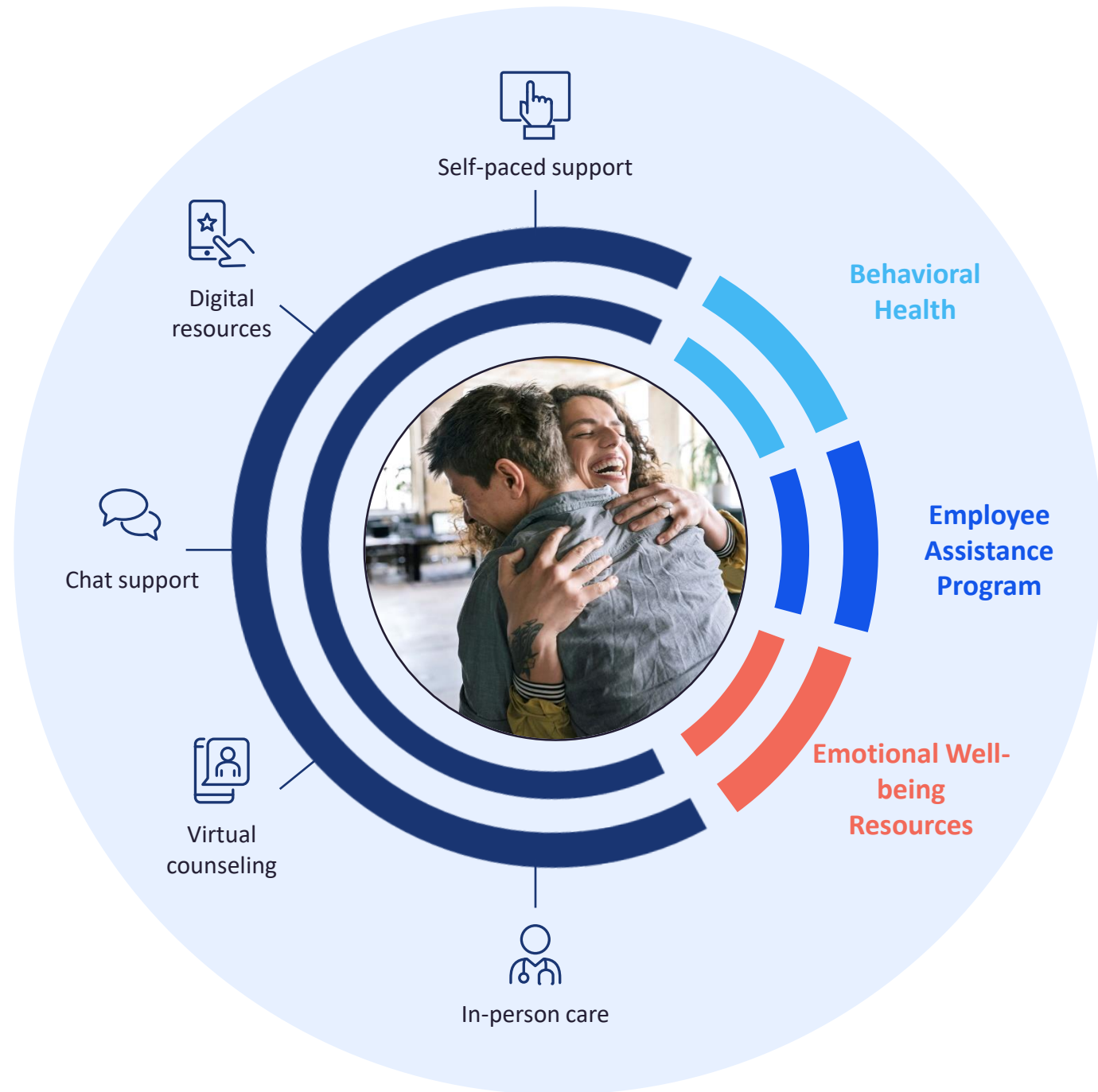
1 Anthem Commercial BHCM Program Evaluation, 2020.

2 Internal data: Behavioral Health Case Management Member Satisfaction Survey, Q1 – Q3 2022.

3 Anthem Internal data, Commercial members, 2022.

Comprehensive solutions to serve complex needs

Connecting individuals to customized programs and personalized treatment to meet their unique needs before, during, and after physical and mental health events



Our foundational mental health support for members

BHCM -
ASO only



Screenings and data analysis

to identify at-risk members who may need co-management of their health conditions



Comprehensive Case Management

services and outreach to help members and their families manage and cope with hospitalizations, eating disorders, autism spectrum disorder, and other issues



Follow-ups after hospitalization

and readmission; predictive modeling to help members avoid repeat hospital stays



Emotional Well-being Resources

that deliver emotional health support based on a digital cognitive behavioral therapy approach*

Our foundational mental health support for members

BHCM –
Fully Insured only



Screenings and data analysis

to identify at-risk members who may need co-management of their health conditions



Follow-ups after hospitalization

and readmission; predictive modeling to help members avoid repeat hospital stays



Emotional Well-being Resources

that deliver emotional health support based on a digital cognitive behavioral therapy approach*



Comprehensive Case Management services and outreach to help members and their families manage and cope with hospitalizations, eating disorders, autism spectrum disorder, and other issues



Targeted engagement

for suicide prevention, emerging-risk care coordination, and predictive modeling to support members who are at risk of experiencing negative health outcomes related to substance misuse

* Emotional Well-being Resources applies to Large Group fully insured and administrative services only (ASO) accounts with Behavioral Health Case Management.

Building your presentation – Slide instructions, internal use only

	BHP in Total Health Connections	BHP Behavioral Health Premium	BHA Behavioral Health Advantage	BHCM Case Management
Sub Limit	500+	12,500+	51+	1+
Positioning	Advocacy model Total Health Total You products	Standalone – Buy-up (no integrated clinical model)	Standalone Buy-up (no integrated clinical model)	Embedded in medical (no integrated clinical model)
Summary features	BHP + full integration with medical, concierge care	BHA + high touch engagement, limited integration with medical	BHCM + Addl. targeted engagements, SUD support	Basic offering. Engagements limited to high-risk members only
Segments	ANA, LG	ANA, LG	ANA, LG	ANA, LG, SG, IND

Build your customized BH sales story by starting with the core BHCM foundational slides, then:

Behavioral Health Premium (BHP)

- Existing NA and Large Group ASO clients will be eligible to purchase BHP upon renewal.
- Groups that are renewing 1/1/2024 and received an RFP with Behavioral Health Resource (BHR) may continue with BHR or buy-up to BHP for an additional cost.
- Groups that are new or existing groups renewing Total Health Connections 1/1/2024 and have not received an RFP yet will purchase BHP.

Use both of these slides to discuss the features and benefits of BHP

Behavioral Health <Advantage> <Premium> closes the gaps for behavioral healthcare Refer to slide instructions - slide 12

- Whole-health management:** Core Management programs use predictive algorithms to connect diverse individuals to SUD care, with evaluations within 24 to 48 hours.
- Digital Resources:** Member and employer tools with enhanced reporting offer mental health support through our Knowledge Hub website and SyntraSUD Health app.
- Navigation:** The 24/7 Behavioral Health Resource Center guides members toward the right resources and providers to address their unique needs.
- Member engagement:** Proactive and proactive member engagement triggers intervention, emerging risk coordination, and suicide and SUD prevention outreach.

Behavioral Health Premium offers more tools to enhance access and improve engagement Refer to slide instructions - slide 11

- Clinical integration:** Deep integration with behavioral and clinical teams provide continuity of care through referral programs and joint training.
- Performance accountability:** Performance guarantees with enhanced client reporting help ensure quality of care and that member engagement metrics are met.
- Account customization:** Custom solutions include your branding, integration with external vendors, and adjustable member engagement programs and joint training.
- Robust staffing:** An increased staffing ratio enables smaller case loads, more member contact, and the resources to handle member requests.

Behavioral Health Advantage (BHA)

- Large Group Wellbeing Solutions ASO Enhanced and Enhanced Plus packages have BHA embedded

Use this slide to discuss the features and benefits of BHA

Behavioral Health <Advantage> <Premium> closes the gaps for behavioral healthcare Refer to slide instructions - slide 12

- Whole-health management:** Core Management programs use predictive algorithms to connect diverse individuals to SUD care, with evaluations within 24 to 48 hours.
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Behavioral Health <Advantage> <Premium> closes the gaps for behavioral healthcare

Refer to slide instructions
– slide 11



Whole-health management

Case Management programs use predictive algorithms to connect at-risk individuals to SUD care, with evaluations within 24 to 48 hours.*



Navigation

The 24/7 Behavioral Health Resource Center guides members toward the right resources and providers to address their unique needs.



Digital Resources

Member and employer tools with enhanced reporting offer mental health support through our Knowledge Hub website and SydneySM Health app.



Member engagement

Predictive and proactive member engagement triggers intervention, emerging-risk coordination, and suicide and SUD prevention outreach.

Note: Behavioral Health <Advantage> <Premium> is available to ASO Large Group and National Accounts with 51+ subscribers.

*Additional case rate applies

Behavioral Health Premium offers more tools to enhance access and improve engagement

Refer to slide instructions
– slide 11



Clinical integration

Deep integration with behavioral and clinical teams provides continuity of care through referral programs and joint training.



Account customization

Customizations can include your branding, integration with external vendors, and adjustable member engagements.



Performance accountability

Performance guarantees with enhanced client reporting help ensure quality of care and that member engagement metrics are met.



Robust staffing

An increased staffing ratio enables smaller case loads, more member contact, and the resources to handle member requests.

Our Employee Assistance Program delivers meaningful connections to you and your employees

To elevate EAP in your presentation, insert additional slides from [EAP Sales Story linked here...](#)

Our basic and enhanced solutions offer support to help individuals manage life's challenges.

The results:

Our EAP model improves employee engagement, productivity, and satisfaction, with 86% of participants saying their work performance and productivity has improved.*



Member support

24/7 phone assistance for personal and organizational crisis events

Counseling visits – in person, by phone, or virtually

Work/life services to meet employees' everyday needs like legal, financial, child/elder care support

Digital tools, including Emotional Well-being Resources

Guidance on engaging with behavioral health services



Employer services

Trainings for managers, Human Resources (HR) staff, and employees

Critical incident response (CIR) services

Management consultations for supervisor and manager referrals

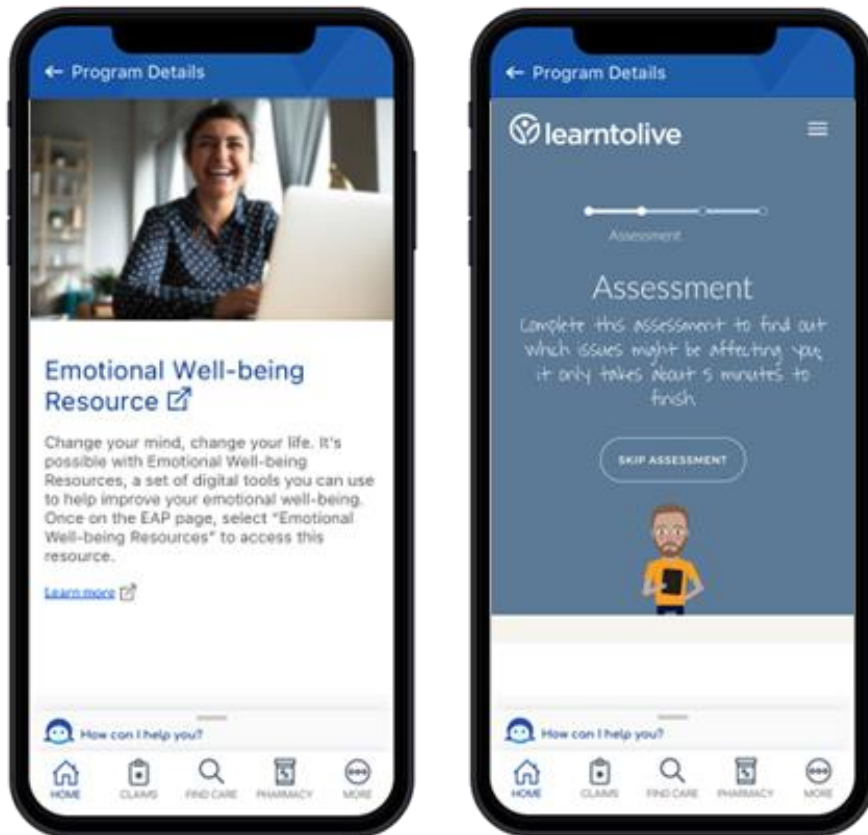
Designated EAP client consultant and substance use policy consultation

Emotional Well-being Resources: self-guided cognitive behavioral therapy

Emotional Well-being Resources is
embedded in:

BHCM for Large Group Fully Insured, ASO,
and JAA only.
BHA Large Group and National Accounts
JAA and ASO only.
BHR Large Group and National Accounts
ASO only.
Enhanced EAP buy-up SG, Large Group and
National Accounts

Expanding access to support services and resources — anytime, anywhere



A comprehensive self-assessment identifies emotional needs and generates program recommendations for employees and their household members (age 13+).

Personalized care modules promote skill-building, resiliency, and mindfulness.

Master's-level clinical coaches drive more program success with engagement opportunities via text, email, and phone.*

Family, friends, and peer-to-peer communities encourage additional social connection.

Post-program surveys, mindfulness moments, and webinars support ongoing care.

* Learn to Live internal data.

Behavioral Health Resource offers more tools to enhance access and improve engagement

For **some** existing clients, BHR embedded:

Groups that are renewing 1/1/2024 and received an RFP with BHR will continue with this product.

National Accounts Total Health Total You (THTY) and Total Health Total You Select (THTYS), National Accounts Total Health Complete (THC) and Total Health Select (THS), Large Group THTY & THTYS. Stay informed, to be embedded late 2023 in Large Group THC & THS.



Clinical Integration

Deep integration with behavioral and clinical teams provides continuity of care through referral programs and joint training.



Account customization

Customizations can include your branding, integration with external vendors, and adjustable member engagements.



Performance accountability

Performance guarantees with enhanced client reporting help ensure quality of care and that member engagement metrics are met.



Robust staffing

An increased staffing ratio enables smaller case loads, more member contact, and the resources to handle member requests.



Navigation

The 24/7 Behavioral Health Resource Center guides members toward the right resources and providers to address their unique needs.

Navigating a mental health journey

This BH journey depicts features with an integrated EAP and Emotional Wellbeing Resources



Meet James

James is 34 years old, lives alone, and works from home full time. He has recently been feeling tired, disconnected, and isolated.

Comprehensive offerings

After learning about the EAP from a co-worker, James decides to explore its options. He discovers he has access to self-assessments and digital cognitive therapy through Emotional Well-being Resources.

Tailored digital solutions

James uses this tool to take a quick assessment, which recommends an online depression course. James signs up and learns he can meet with a coach by phone. He and his coach start to talk weekly.

Counseling on demand

James and his coach agree he would benefit from therapy. First, he uses his EAP counseling sessions at no cost. Then, James begins seeing a therapist regularly, seamlessly transitioning to his behavioral health benefit.

Continuity of care

James and his therapist agree he would benefit from psychiatric support. He uses the Sydney Health app to find a psychiatrist and schedule an appointment.¹ James and his psychiatrist discuss medication options to treat his depression and he is prescribed an antidepressant.

Resources & beyond

James will continue his mental health journey and education with Emotional Well-being Resources and the Knowledge Hub. With the help of EAP and behavioral health experts, he is feeling positive again.

Our integrated, whole-health approach produces results:

\$1,152

average inpatient medical savings²

80%

improvement in the depression assessment²

8.9%

30-day hospital readmission rate³

¹ Feature available via LiveHealth Online scheduling.

² Anthem Commercial BHCM Program Evaluation, 2020.

³ Anthem Internal data, 2017 to 2022: The Post-Discharge Management Program reduced 30-day hospital readmission rates from 9.7% to 8.9%.

Caring for a family member

This depicts key features of a BHA or BHP journey



Meet Alena and Max

Alena, a single mom to teenager Max, had to relocate for work. In a new environment, her son found himself without friends and began experimenting with illegal substances. Alena tried to help but has struggled to find behavioral health resources for Max.

Alena's teenage son Max tells her he's been using drugs to cope with isolation and stress.

Alena knows she needs guidance and calls the 24/7 Behavioral Health Resource Center number on her member ID card.

Alena is connected to Sara, a case manager, who listens to Alena's perspective on Max's challenges.

Once she has a clear understanding of his needs, Sara explains the care options available to Max and makes recommendations to Alena.

Sara guides Alena through Max's behavioral healthcare and medical services, so he can achieve the best outcomes.

She also assists Alena in navigating complex behavioral health choices. They agree Max would benefit from therapy. Sara helps Alena find a good provider match for Max's personality and specific needs.

After working with Sara, Alena and Max feel hopeful about Max's recovery and continue to use the recommended resources and recovery tools together.

Alena and Max receive ongoing Case Management support and follow-up during their family recovery journey.

Integrating whole-health and substance use disorder support produces results:

\$2,493

average savings in total impactable medical costs for employees receiving SUD treatment*



Scan below to access additional employer resources about Behavioral Health <Premium> <Advantage>

Delete blue box place QR code here



Deeply committed to behavioral health

We are expanding our capabilities, clinical expertise, and access to quality behavioral healthcare to help members feel confident in care.



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What we are seeing

Customize client data on this slide to enhance your consultative approach
Leverage case management details from [this resource](#) to showcase capabilities and recommendations.

Behavioral health is the **<XXX>** highest clinical cost driver in your population



<BH Spend>

<Anxiety and depression>
have the highest prevalence



<% YoY>

<>



<\$ PMPM>

<>

<Case Management Program>

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<Case Management Program>

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Improving health and financial outcomes for your employees and your business

Employees experiencing mental distress cost employers an average of:

Nearly
\$3,000 more
in healthcare services per
year than their peers.

\$4,783 per employee per
year (PEPY)
in lost days.

\$5,733 PEPY
in turnover.



Employers that support behavioral health see a **return of \$4 for every dollar they invest** in behavioral health treatment.

Digital tools for support when and where it's needed

Promoting mental health awareness and reducing stigma



Behavioral Health Knowledge Hub

A member-facing website provides quick access to behavioral health education, resources, and live or recorded webinars to drive improved awareness of mental health issues.



Emotional Well-being Resources

Digital self-paced programs offer targeted interventions and coaching to promote skill building, resiliency, and mindfulness that positively impact mild to moderate conditions.

Helping employees stay connected



Sydney Health app

A simple, guided, and intuitive experience that uses artificial intelligence (AI) and human-centered design principles, connecting employees to resources and educational content with real results:*



40%

employee engagement



131%

increase in use of health and wellness tools

* Internal usage data, Sept 2020.



Carelon Behavioral Health

Gives access to an array of specialized in-person and virtual services and expertise by creating provider partnerships to deliver high-value integrated care

Value-based approach

Use payment models that reward behavioral health providers outside of traditional fee-for-service arrangements



Provider experience

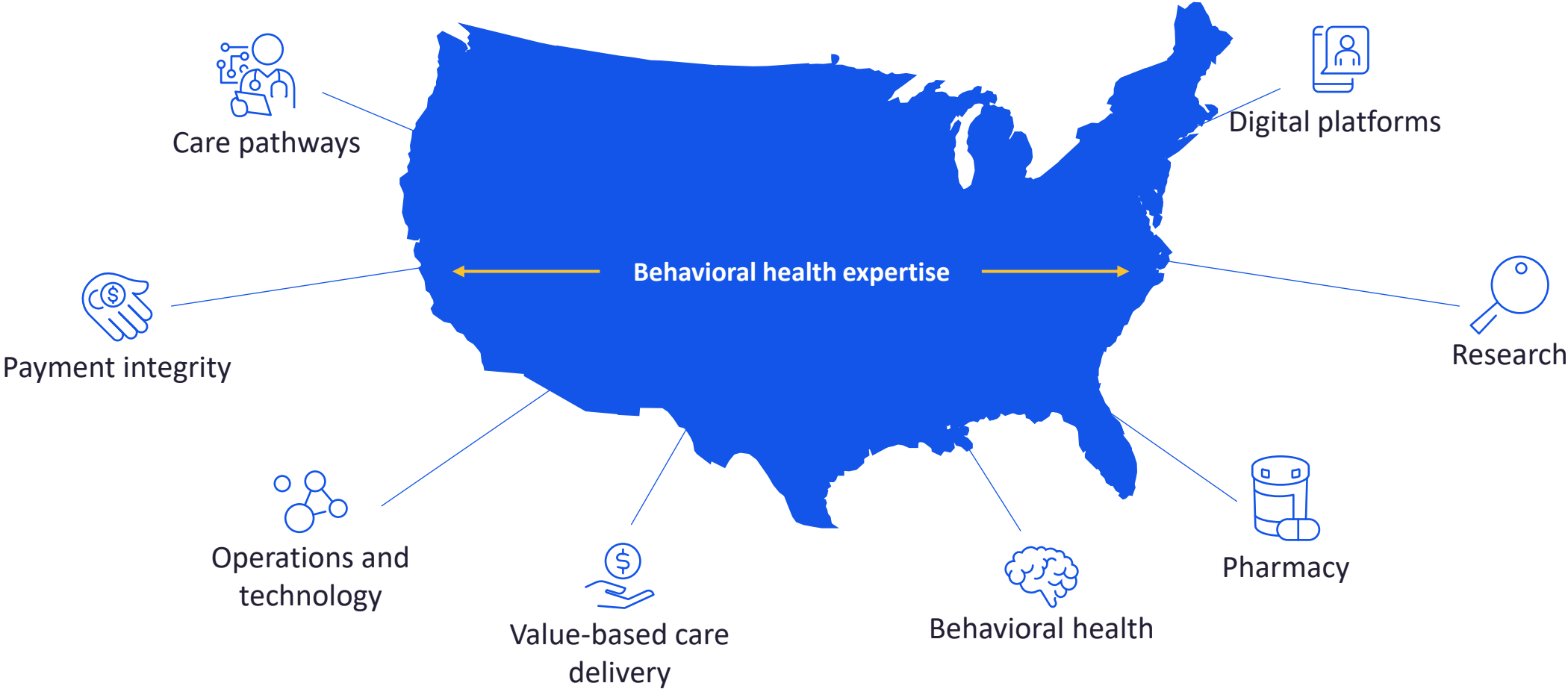
Create an unmatched provider experience focused on making a lasting impact and simplification



National strategies for creating access and availability

Develop a robust network of providers to improve access, member outcomes, and health equity

Expanding our capabilities



Using this template

There are a variety of layouts, images, and brand colors available to use.

There are a few Covers you can choose from. You can find them in the Master slides. For different brand versions, please only place the logo on the Cover slide where indicated, and then choose the appropriate corresponding legal tagline slide.

Please find the logos at the **Master Slide level (View > Slide Master)** within the “**Assets**” section for easy copy and paste of logos needed. Make sure the correct logo is used for the version needed and that it reads well.

There are a variety of layouts, images, and brand colors available to use.

Reach out to your Marketing contact or Anthem Brand Team if you have any questions or need assistance.

Logos

Color



Reversed with blue



Reversed with black



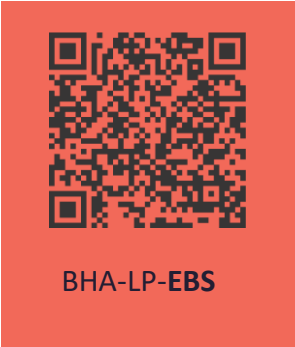
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Behavioral Health Advantage Employer Landing pages QR codes



An Anthem Company your Whole Health Partner



An Anthem Company your Whole Health Partner



Behavioral Health Premium Employer Landing pages QR codes

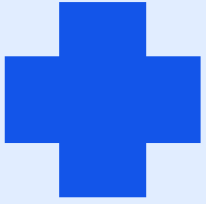




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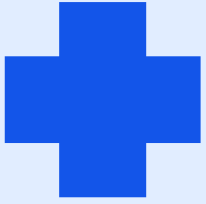


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with our behavioral, clinical, and digital platforms



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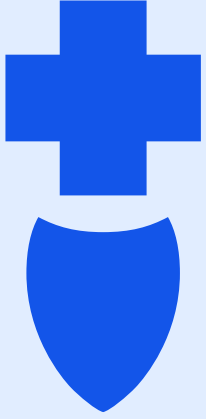
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