



BlueCross BlueShield
of Oklahoma

SIMPLY CONNECTEDSM



Blue Care Connection[®]

A woman with blonde hair tied back, wearing a purple and teal zip-up hoodie, black shorts with pink trim, and teal and grey sneakers. She is standing on a rocky beach, stretching her right leg with her right hand. The background shows the ocean and a clear sky.

The statistics are dramatic.

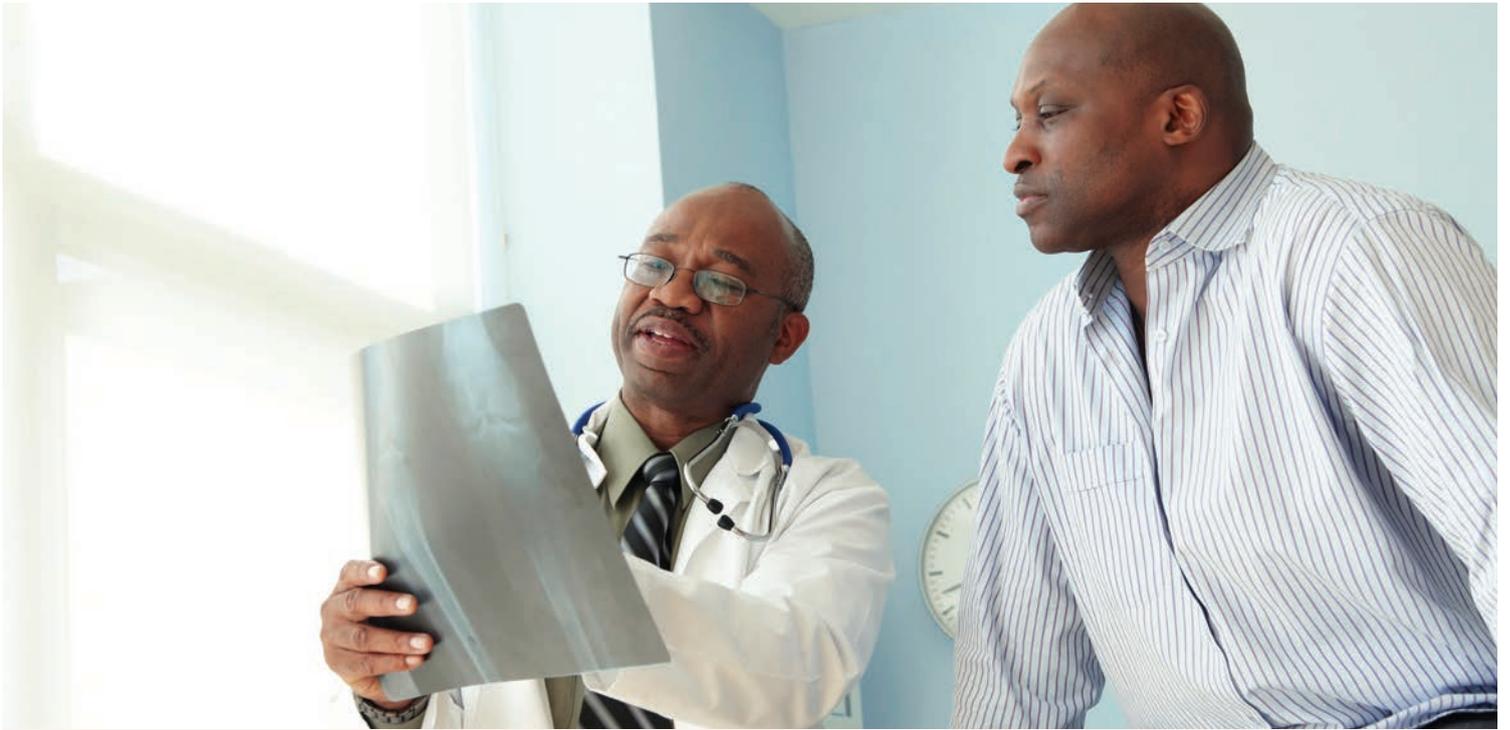
Health care spending
in the United States
now tops \$2.7 trillion
annually.¹

One in two Americans
lives with a chronic health
condition that is largely
preventable.²

Many of those receiving
medical care have no
idea about costs until
receiving a bill.

1. Centers for Medicare & Medicaid Services, 2011

2. Centers for Disease Control and Prevention, 2005



Health care can, and should, work better. With Blue Care Connection, it does.

It starts with individual members — wherever they are on their health and wellness journey. We activate each member with a market-leading, integrated approach to health management, whether it is through online self-management tools or with a synchronized plan of treatment that draws on our full portfolio of programs and services. We treat each member as a responsible partner in achieving optimal health.

The result? The right intervention at the right time, managed by a team of experts dedicated to each member's well-being. From wellness and prevention to chronic conditions and complex health issues, Blue Care Connection (BCC) combines expert health management and ongoing guidance and support, all fueled by our extensive data and resources.

This proactive, holistic approach to health management simplifies the connections between doctors and their patients and produces the most effective and efficient delivery of health care services. In the process, our members — your employees — can achieve better health, which means fewer and less costly medical claims, reduced absenteeism and greater productivity.

BCC return on
investment (ROI)
averages

**\$3 for every
\$1 spent.**

The current estimated value
of BCC is approximately
\$12 per employee per
month (PEPM).

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BIG DATA BIG RESULTS



Sophisticated analytics incorporate millions of consumer touch points including claims, health assessments, real-time alerts and previous program participation. This allows us to evaluate each member and intervene earlier with resources and information that support good health care decision making, achieve better health outcomes and lower care costs. This approach is making a real difference for our members.

Closing Gaps in Care - Advanced tools help us to distill member data, assessing each member from a 360 degree perspective. We are able to gain a better understanding of our members, identify those at-risk and close gaps in care from preventive care to medication compliance to chronic conditions. In fact, our research reveals that members who have a chronic condition with no gaps in care experience 50 percent fewer hospital admissions or emergency room (ER) visits.³

Condition
Management
49%
of members identified
as poorly managed were
converted to well-managed/
compliant member status.

Data from June, 2011 - May, 2012



3. Ambulatory Care Sensitive Admission Rates, Fitch and Iwasaki, 2009, Milliman Research Report

Earlier Identification

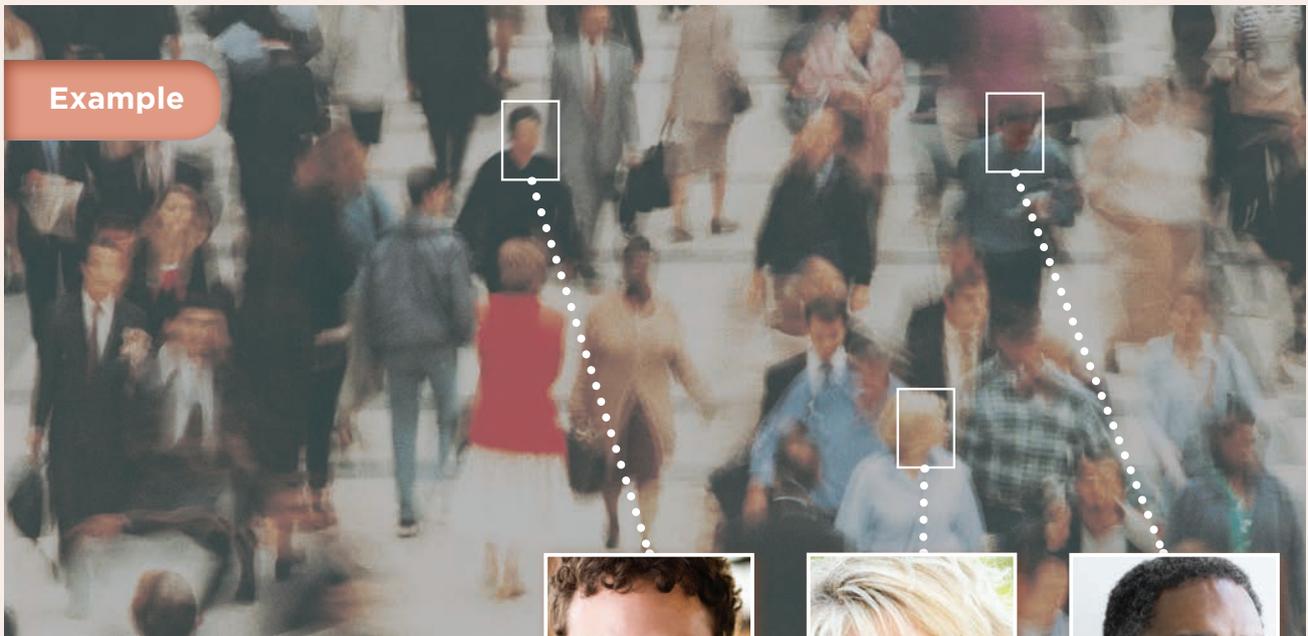
This proactive, targeted approach to health management can deliver improved results for our members, reducing avoidable hospital admissions, ER visits and hospital days. All of which means healthier and more productive employees and lower health care costs for your company.

Preventive Initiatives

Of those members who received preventive care mailings promoting an annual physical exam, 51 percent had an annual exam. Members who had an annual wellness exam cost an average of \$500 less per year, resulting in an estimated cost avoidance of

\$92 million.

Example



Our micro-predictive modeling identifies members who are at-risk for metabolic syndrome — a precursor to diabetes, heart disease and stroke — providing them with the guidance and support they need to minimize the risk of disease and improve their health.



One-on-one support for a chronic condition



Nutrition, weight and stress management



Lifestyle management coaching for tobacco cessation and weight management

MEETING MEMBERS WHERE THEY ARE



\$73.1 billion

The cost to employers of obesity among full-time employees is \$73.1 billion a year. This includes medical costs, absenteeism and lost productivity.

Duke University, October, 2010

Our personalized approach to health management provides us with an informed understanding of each member's health status. This allows us to customize a care plan tailored to every member, wherever they are on their individual health journey. We accomplish this through a comprehensive portfolio of products and services that collectively target the entire wellness spectrum:

- Keeping the healthiest members well,
- Reducing the risk of illness for at-risk members, and
- Helping those with a complex illness or chronic condition plan and navigate their care.

Access Anytime, Anywhere

Effective health management requires meeting members on their terms, wherever they are and whenever they need access to information. Today, that means using technology: mobile, Internet, user-friendly online tools and social media.

We have developed the Care onTargetSM* condition management tool that allows our members convenient online access to important health information and support, including:

- Comprehensive web-based health assessments for five core conditions,
- Instant access to a clinician using the click-to-chat function, and a
- Virtual library of condition-specific information and online health education tutorials.

Care onTarget, 24/7 Nurseline and Blue Access MobileSM are just some of the ways we afford our members a range of interaction options that meet their specific needs.

Motivating Change

Our personalized, one-on-one approach extends beyond managing chronic conditions to championing wellness. From Lifestyle Management coaching for tobacco cessation, weight management and metabolic syndrome to Well onTargetSM* our comprehensive wellness program, we engage and empower members to pursue healthier, more active lifestyles.

Well onTarget offers flexible innovative wellness features to meet the varying needs of all your employees. It features a personalized member wellness portal with an online health assessment, goal trackers, self-directed courses on nutrition, weight, fitness, tobacco cessation and stress management, as well as the Blue PointsSM member reward program.

Connecting with our members in this way can lead to improvements in their health that help them become stronger and more productive employees, while lowering your health care costs.



Lifestyle Management Programs

29%

of members who participated in the Tobacco Cessation program reported that they successfully quit smoking.

Data from 2012.

* Registered service mark of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield Plans. All trademarks and service marks are property of their respective owners.

One-on-One Support for Chronic Condition Management

Our active approach to health management includes pairing our members who have a chronic condition with a clinician who serves as a personal health coach.

Armed with a real-time view of each member's health needs and benefits plan, our clinicians engage members in meaningful dialogue that supports real behavioral change, educating and guiding them through the most impactful interventions.

Through these collaborative, dedicated relationships, our members build a trusting partnership with their clinician. The support and guidance provided by Blue Care Connection clinicians alleviates member confusion, closes gaps in care and fosters improved clinical outcomes resulting in lower overall health care costs.

CCEISM Care Coordination and Early Intervention has led to:

44%

lower readmission rates for engaged members

and

\$20 million

(or \$0.35 PEPM) medical cost savings

Data from 2012

Integrating Body and Mind

Comorbidity between medical and mental health conditions is the rule rather than the exception. In a recent national survey⁴, more than 68 percent of adults with a mental health condition reported having at least one general medical condition, and 29 percent of those with a medical condition also had a mental health condition.

By integrating both physical and behavioral health management for our members, we manage the whole person. This approach enables better care and helps us achieve our fundamental goal: connecting your employees to better health.



Behavioral Health Program

16%

reduction in ER visits after engaging in Behavioral Health Case Management

Data from January - August, 2012

\$65.6

million

in medical cost avoidance due to a reduction in both residential and inpatient days

Data from January - June, 2012

4. Robert Wood Johnson Foundation, Mental Disorders and Medical Comorbidity, February, 2011

STRONGER PROVIDER RELATIONSHIPS BETTER OUTCOMES



Blue Care Connection expands the personalized care approach to the doctor's office and beyond. We leverage our relationships with providers and community partners: assisting them to make fundamental improvements in health management.

Connecting Providers to Information

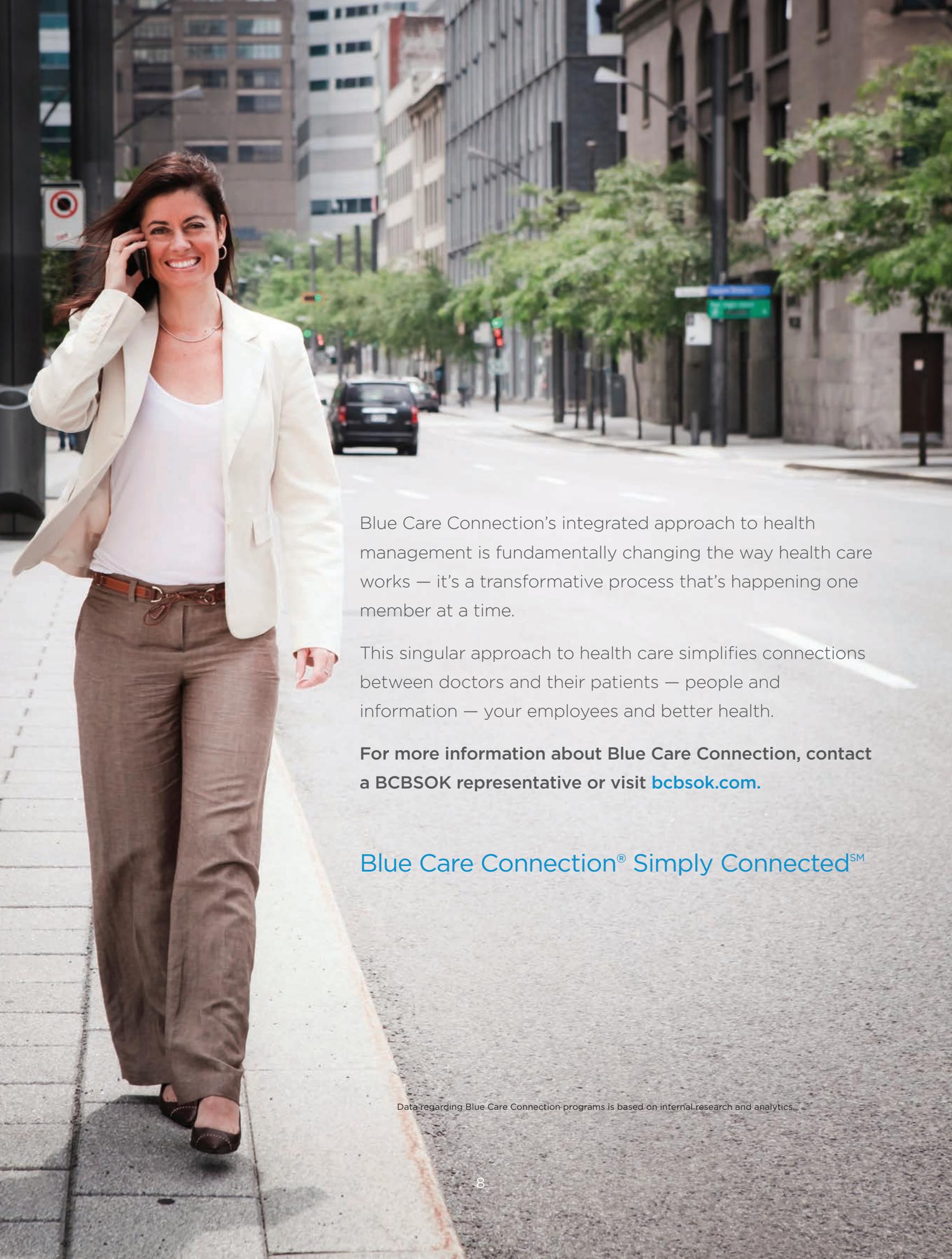
We are committed to, and invested in, health information technology. This technology provides physicians, as well as Blue Cross and Blue Shield of Oklahoma (BCBSOK) clinicians and members, with access to comprehensive health information. To make the best health care decisions, providers can assess a member's medical history quickly and easily with tools such as:

- **Availity® Care Profile** – A tool for physicians that uses claims based data to provide a consolidated view of members' health care history to identify gaps in care, missed prescription refills, possible drug interactions and other treatment opportunities.
- **My Care Profile** – A personal electronic health record that provides members with their detailed medical history, including claims, medications and lab results, which they can share with their health care providers.
- **Rapid Assessment View** – Provides BCBSOK clinicians an online view of a member's health and allows for real-time collaboration with other BCBSOK clinical staff, providers and members.

This fully connected approach furnishes health care providers with an unfiltered, transparent view of each member that minimizes risk while leading to healthier clinical outcomes.

Accountable Care Organizations (ACOs) and Patient Centered Medical Homes

We are contracting with providers differently, creating ways to pay for value, not volume. The ACO and Patient Centered Medical Home models work in conjunction with Blue Care Connection to foster stronger, more collaborative partnerships between members and physicians. We place our members at the center of care, resulting in better clinical results and lower health care costs.



Blue Care Connection's integrated approach to health management is fundamentally changing the way health care works — it's a transformative process that's happening one member at a time.

This singular approach to health care simplifies connections between doctors and their patients — people and information — your employees and better health.

For more information about Blue Care Connection, contact a BCBSOK representative or visit bcbsok.com.

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Data regarding Blue Care Connection programs is based on internal research and analytics.

Blue Care Connection features a fully integrated suite of programs to meet the needs of all of your employees and their covered family members. Please review these materials to learn more about all the programs included in BCC.



Scan here to watch the video,
Blue Care Connection® Simply ConnectedSM

You can download the free mobile app at <http://gettag.mobi>.



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