

Welcome!

Thank you for joining Highmark for our Summer Edition of the Producer Training Series
We will begin in a few minutes.

- All attendees will be muted upon entry
- Today's session is being recorded
- Both the slide deck and a copy of recording will be shared
- Please use the Q&A feature to submit questions

If you do not hear the speaker, please dial in:
Phone Number: 1-646-558-8656 or 1-669-900-6833
Webinar ID: 929 1846 6432
Password: 041061



ASO Clinical Management Solutions Part 2



PRODUCER TRAINING SERIES

AUGUST 30, 2022

Well360 Portfolio Comparison

A data-driven strategy ensures that we meet your needs.

		Well360 Core	Well360 Concierge	Well30 Lifestyle	Well360 Focus	Well360 Connect	Well360 Clarity
Clinical/Wellness	Address prevalence and associated cost of managing chronic conditions				●	●	●
	Close chronic condition gaps in care				●	●	●
	Intense focus on high-cost, high-risk members from the Integrated Care Team	\$			\$	●	●
	Member Listening System	●		●	●	●	●
	Client specific outreach					●	●
	Keep low-risk members well and engaged in their health daily			●		●	
Care Navigation	Improve preventive care and compliance rates		●	●		●	
	Educate members on lower cost sites of care		●			●	●
	Proprietary care navigation/Well360 Clarity opportunity engine						●
	Enhanced utilization management to focus on advanced imaging						●
	Targeted navigation to high-quality, cost-effective providers						●
	Targeted outreach and navigation to lower cost sites of care						●
	Simplify and coordinate referrals to client-specific health resources		●			●	●
	Focus on member education about benefits and all health-related resources		●			●	●
Advocacy	Reach members typically hard to engage		●			●	●
	Increase member engagement in their health care and benefit optimization		●			●	●
	Combined Member Service and Multidisciplinary Clinical Team					●	●
	Targeted Member Communications Campaign		●	●	●	●	●

*Model naming/branding pending

Well360 Connect

Improving health through high-touch advocacy.

- Our Well360 Connect model delivers a differentiated member experience by integrating a premier member advocate team with our multidisciplinary clinical care team.
- Each call presents an opportunity to connect and engage members at every stage of their health.

✓ The Right Fit
if you want to
maximize
engagement
and see the
largest ROI for your
health care dollar

Call, message,
or schedule a
video consult
with a nurse,
behavioral health
specialist, or
health coach.



Blue Cross Blue Shield Association's
Brand Excellence Award Winner
Brand Innovation Category

Well360 Connect

Lower cost. Healthier members.

Well360 Connect can improve care and reduce medical care costs by **up to \$30 per member per month** compared to the average cost of care for non-enrollees.

LOWER ADMISSIONS
AND ER VISITS



REDUCED CARE
COST PMPM

\$30

IMPROVED CARE
COMPLIANCE



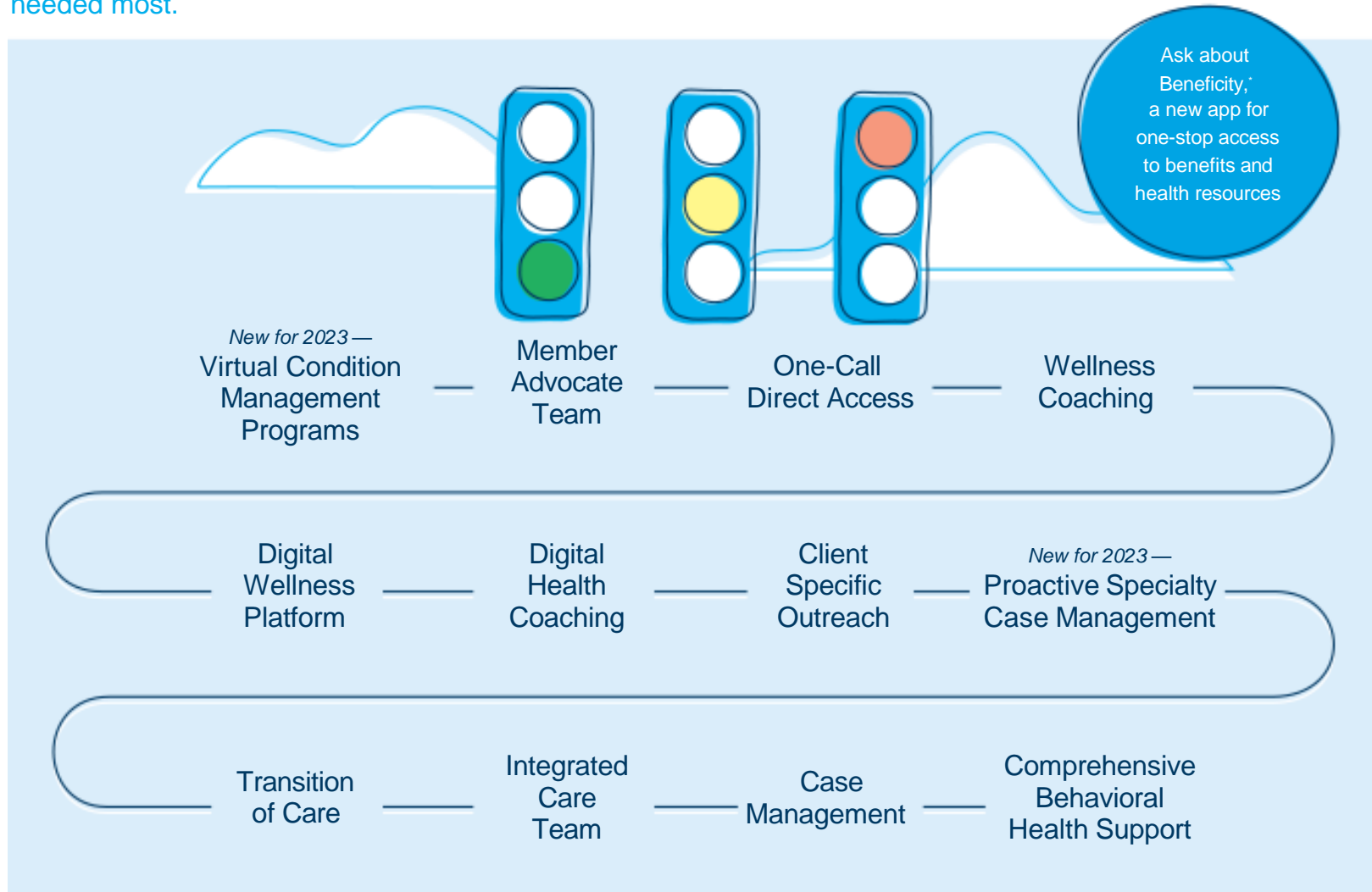
INDEPENDENTLY VERIFIED

The methodology and results of this study are independently verified by the Cardinal Consulting Group.

Based on our internal validation studies.

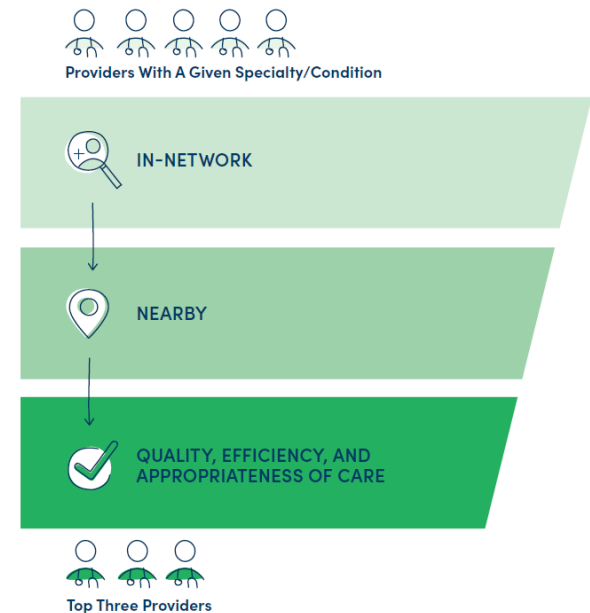
Well360 Connect

Well360 Connect uses predictive analytics to introduce health resources to members when they're needed most.



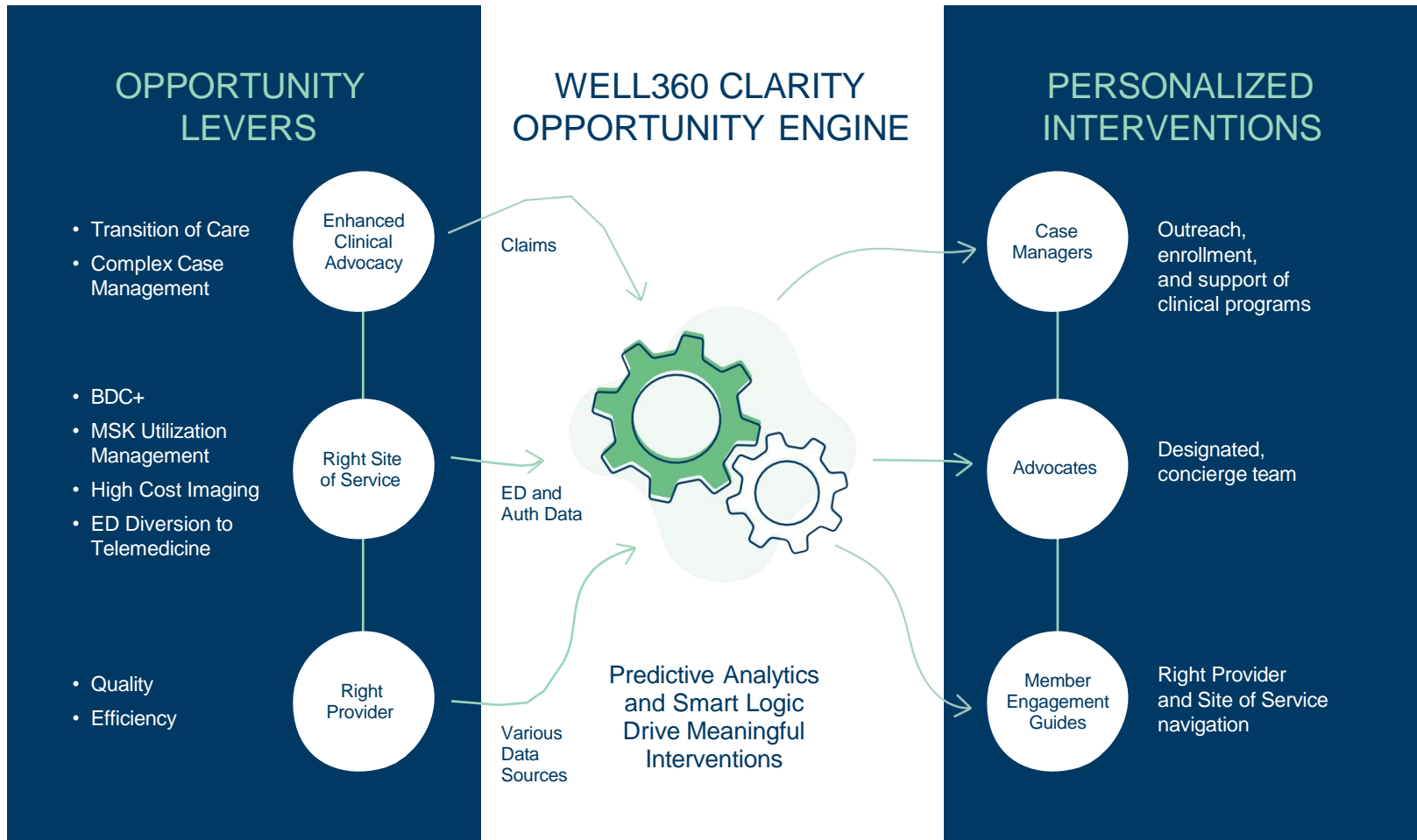
WELL360 CLARITY

- Available on 1/1/23 to ASO clients with 250+ contracts
 - Rollout to select PA Commercial FI Clients 7/1/2022
- **Admin Billed** = \$9.00 PCPM
- Total Cost of Care PGs - Up to 3%
- **ASO Sales to Date**
 - 17 Clients | >50k Contracts | 117k Members
 - 3 Clients sold for January 2023 implementation | additional 26k Members
- **Early Customer Feedback**
 - 98% overall member satisfaction rate
 - On average, 2 of every 10 members educated on Well 360 Clarity high-quality, cost-efficient providers commit to switching.
 - 60% of members reached by Member Engagement Guides are connected to PCPs and other in network specialists.



Well360 Clarity Model Design

Proactively identifying top cost drivers and engagement opportunities.



Proactive Specialty Case Management

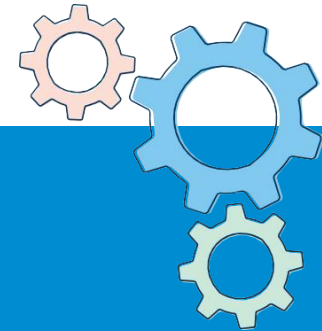
Proactive outreach occurs before unwanted utilization or high cost

New Specialty Cohort	Value Prop
High Risk Pregnancy with Social Determinants of Health (SDOH)	Complex case managers and social workers provide focused support with SDOH interventions for this high-risk population.
Inflammatory Bowel Disease (IBD)	New specialized team will focus on earlier, proactive engagement to help reduce annual spend for this population.
Proactive Oncology	New team will drive interventions for patients/members identified at or near diagnosis for C1, C2 & C3 cancer groups.
Hemophilia	New specialized team will focus on earlier, proactive engagement to help reduce inpatient admissions and annual spend for this population

Expected ROI 3.4 to 1

Smart Technology

Proactively identifying top cost drivers and engagement opportunities.



Finding the Right Members:

- Post-discharge patients
- High utilizers with uncoordinated care
- Members seeking quality and cost transparency support
- Utilizes triggers and current authorization process to maximize engagement



Robust Data and Smart Technology:

- ED admissions
- Historical and real-time claims and clinical data
- Provider quality and efficiency
- Prioritized outreach based on high-value engagements



Omnichannel Outreach and Engagement:

- Targeted case management
- Navigation to cost-effective, quality specialists
- Alignment with most efficient sites of service
- High-customized member experience

Clinical Categories



Cardiology

Endocrinology

Gastroenterology

Women's Care

Neurology

Nephrology

Ophthalmology

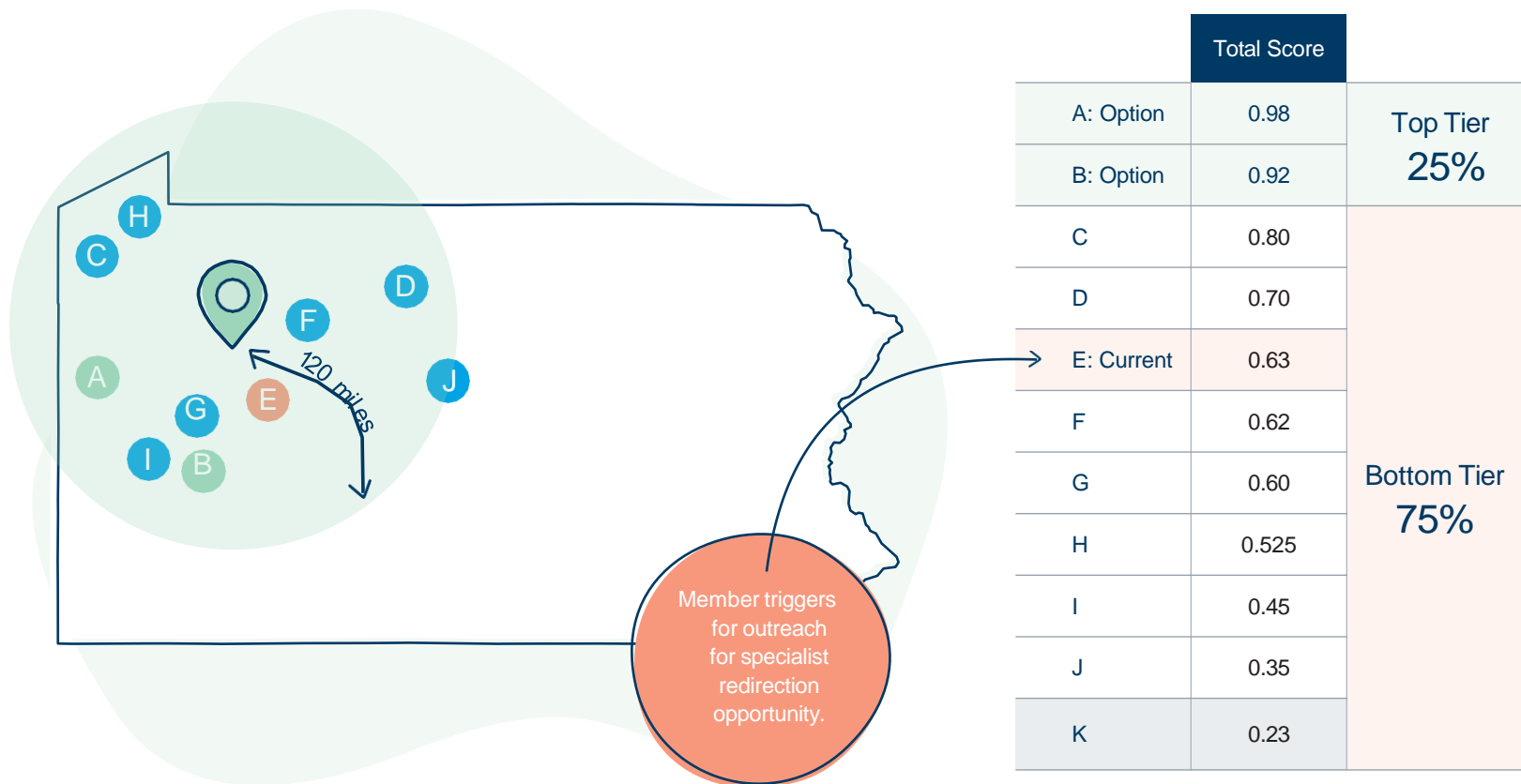
Orthopedics



Note: In-scope categories subject to change based on cost savings analysis

Navigating Members to Efficient and High-Quality Providers

Top 25% recommendation based on quality and efficiency within 120 miles of a member.



Specialized Utilization Management

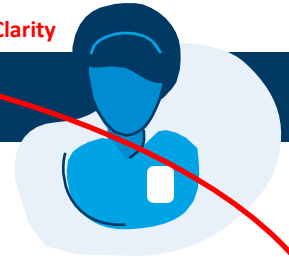
Included in Well360 Clarity

RADIOLOGY AND CARDIAC IMAGING

Magnetic resonance imaging (MRI)
Positron emission tomography (PET) scans

Computerized tomography (CT) scans
Stress testing
Myocardial perfusion imaging

Cardiac CT and MRI
Echocardiography
Diagnostic heart catheterization



MUSCULOSKELETAL MANAGEMENT

Interventional Pain
Spinal injections/denervation
Stimulators/pain pumps

Spine Surgery
Fusions
Decompressions
Disc replacements

Large Joint Surgery
Joint replacement
Arthroscopy
Open procedures

LABORATORY RELATED GENETIC TESTING

Hereditary cancer screening

Carrier Screening

Neurologic disease testing

RADIATION ONCOLOGY

Radiation oncology treatments

Additional cost per auth

Well360 Clarity

Well360 Clarity leverages a dedicated, high-touch concierge experience with enhanced advocate and clinical support to address top cost drivers and navigate members to the right care.

