

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: 979 9862 5284
Password: 811565



ASO Clinical Management Solutions Part 1



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 Core Program Impacts

ASO Only

\$875 **PMPM Reduction**

in medical cost savings for our Transition of Care program.



\$1,500 **per inpatient authorization*/**
\$150 **per outpatient authorization***
in Utilization Management savings.



\$817 **per case***
in Integrated Care Team savings.

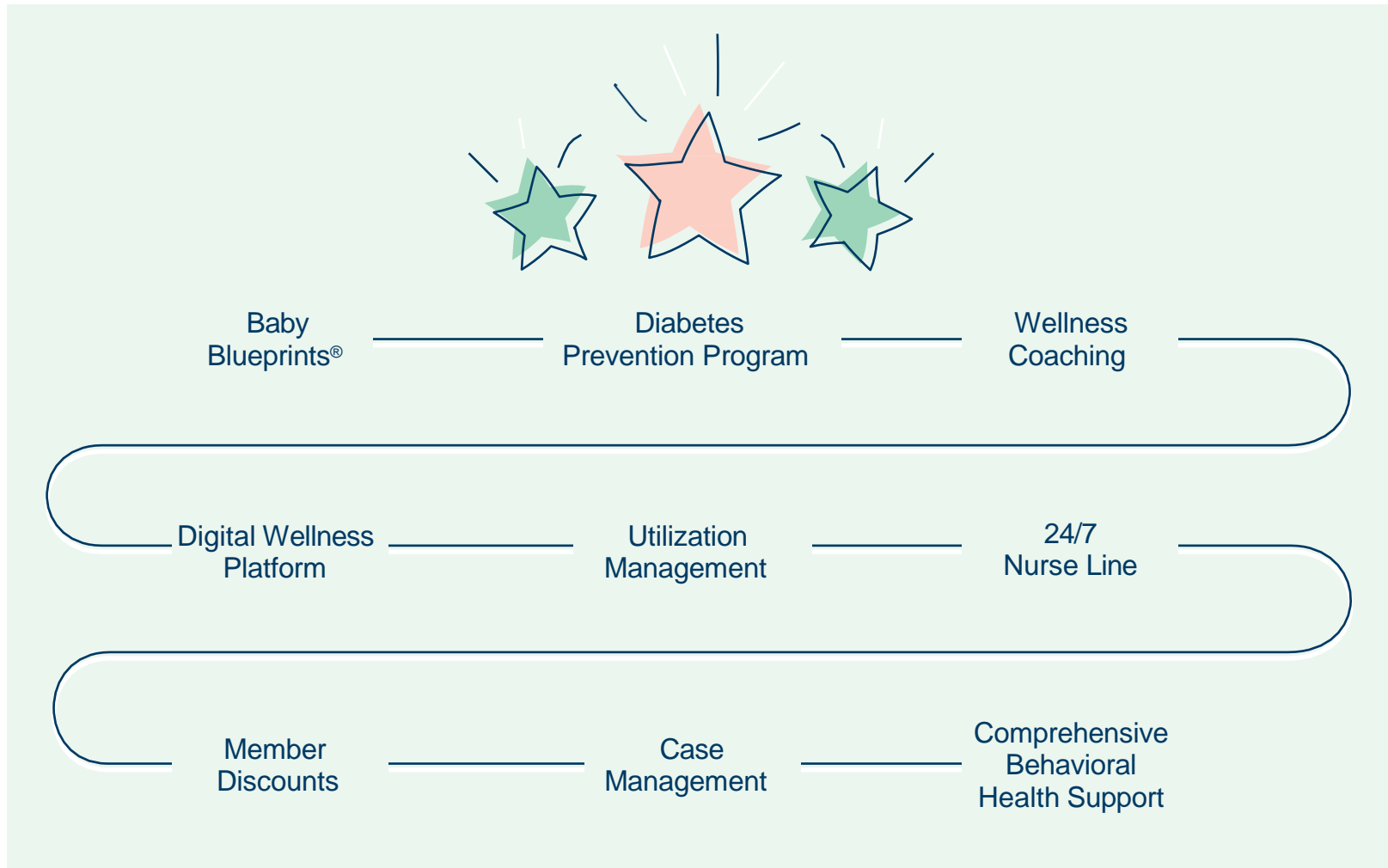


*With Well360 Core Enhancements
Source: Highmark Internal Analysis, 2019-2020

Well360 Core

ASO Only

Helps members navigate care, make healthy lifestyle changes, and manage chronic conditions.



Well360 Lifestyle

Motivating healthy behavior change.

- An enhanced wellness model focused on preventive health, engaging all members to lead healthy lifestyles
- Digital and telephonic solutions to address your population's key health risks
- Predictive analytics identify lower-risk members for personalized engagement in their health journey
- Includes Well360 RealAge® Rewards

✓ The Right Fit for companies that recognize the importance of a strong culture of wellness and the value of maintaining a healthy workforce

Call or schedule a video consult with your coach to participate in new digital wellness programs.



Well360 Lifestyle — A Wellness Coaching Enhancement for Well360 CORE

Well360 Lifestyle provides a personalized support system that enables your members to establish healthy everyday habits that can reduce the possibility of developing future chronic conditions.

It will enhance your current wellness program by providing the following benefits:



**PERSONALIZED,
MOTIVATIONAL,
WELLNESS COACHING**
that suits their lives,
via text or telephone

**A RANGE OF CONVENIENT
ENGAGEMENT OPTIONS**
— phone, text, app, online

**ONE-ON-ONE
PROACTIVE OUTREACH**
for our Diabetes
Prevention Program

**SMOKING CESSATION
PROGRAMS**
available via
phone or apps

**WELL360
REWARDS PROGRAM**
that encourages
member participation

**EASY-TO-USE
DIGITAL TRACKING**
tools including the
Sharecare® RealAge® test

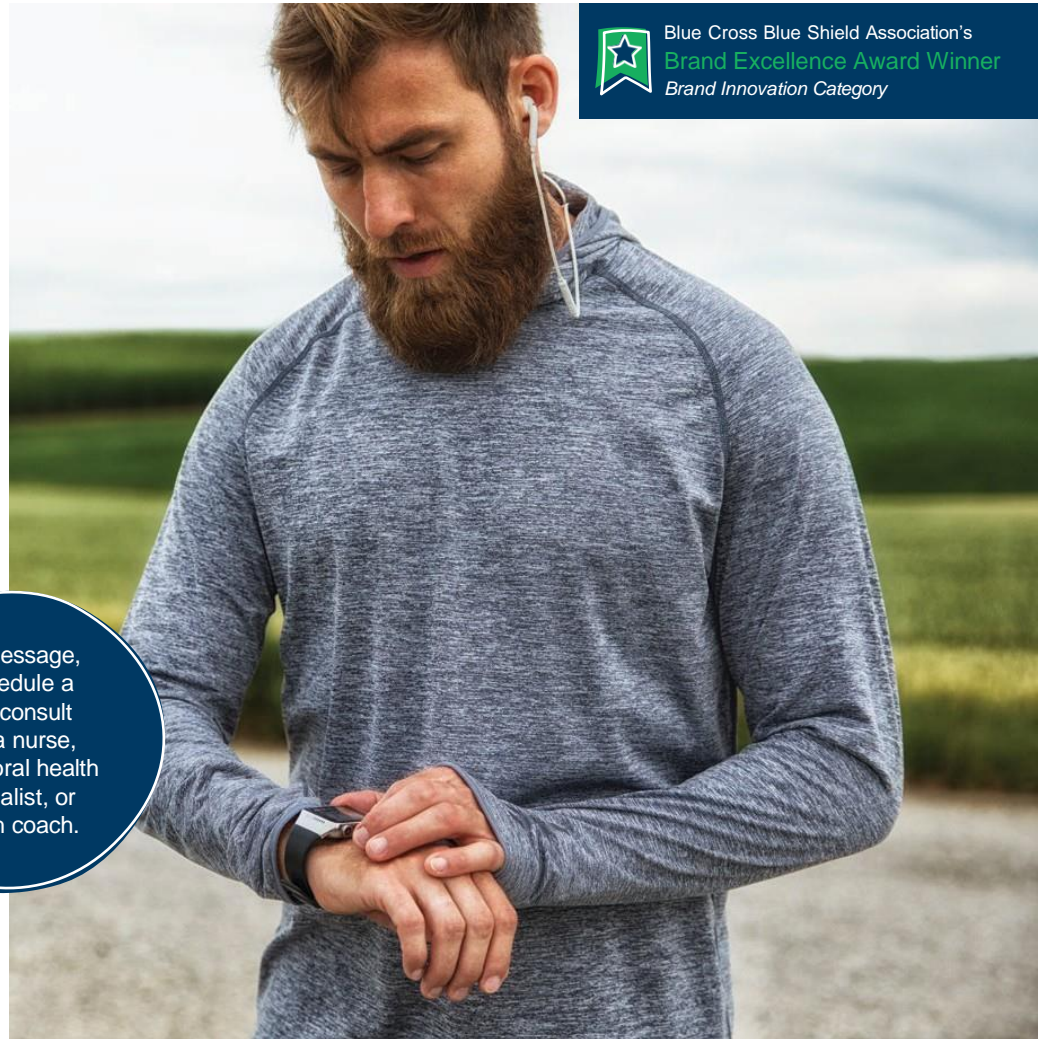
Well360 Focus

Close gaps in care and promote long-term health.

- An enhanced suite of tools focused on addressing the most prevalent chronic conditions and emerging health risks
- Digital and telephonic solutions address key conditions including diabetes, hypertension, and musculoskeletal
- Member Listening System delivers personalized and timely interventions to assist members in their health journey
- Includes Well360 RealAge® Rewards
- Now includes Virtual and Enhanced Condition Management Program

✓ **The Right Fit**
for your members
who have a high
average age or a
higher-than-average
prevalence of
chronic conditions

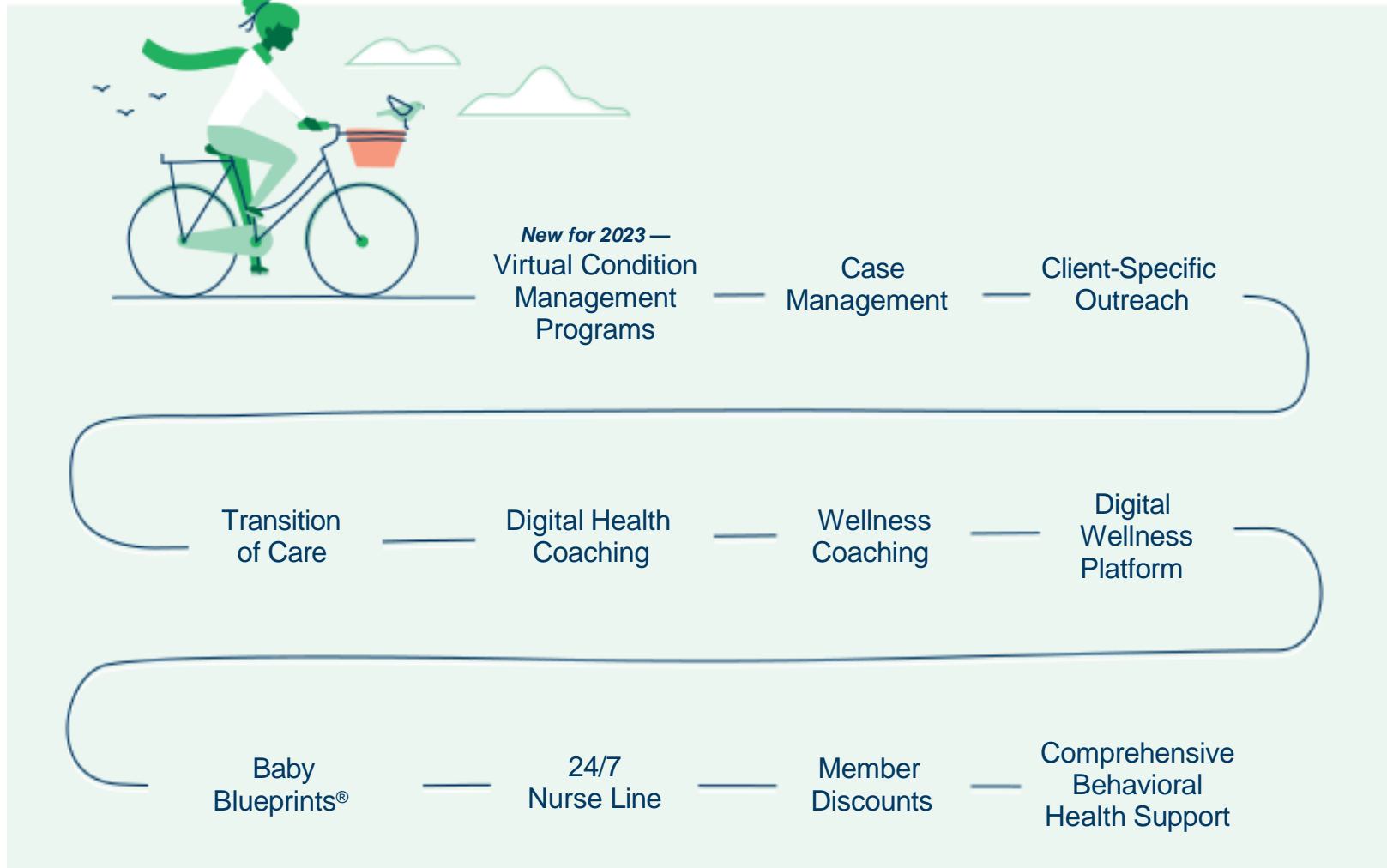
Call, message,
or schedule a
video consult
with a nurse,
behavioral health
specialist, or
health coach.



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

Well360 Focus

Enhanced support for chronic and emerging conditions that fits your members' lives.



Well360 Focus

Lower cost. Healthier members.

Well360 Focus can lower admissions and reduce medical care costs by up to \$18 dollars per member per month compared to the average cost of care for non-enrollees.



LOWER ADMISSIONS
AND ER VISITS

\$18

REDUCED CARE COST PMPM



IMPROVED CARE COMPLIANCE

Based on our internal validation studies.
The methodology of this study is the same as used for our Well360 Connect evaluation, which was independently validated by a third-party consultant.

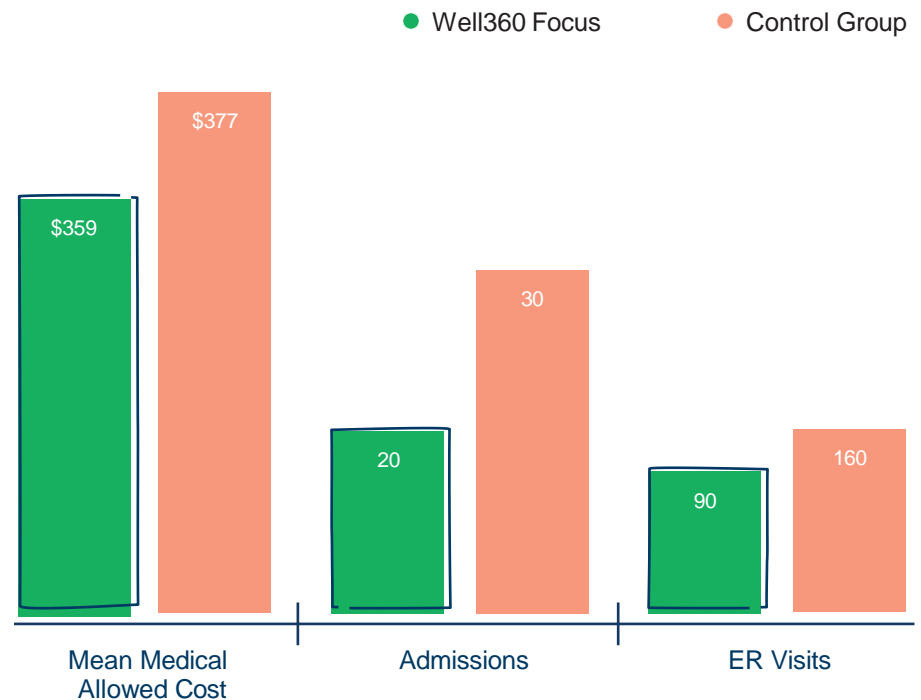
Well360 Focus

Proven Clinical Outcomes

Propensity Matched Comparison (n = 34,982)

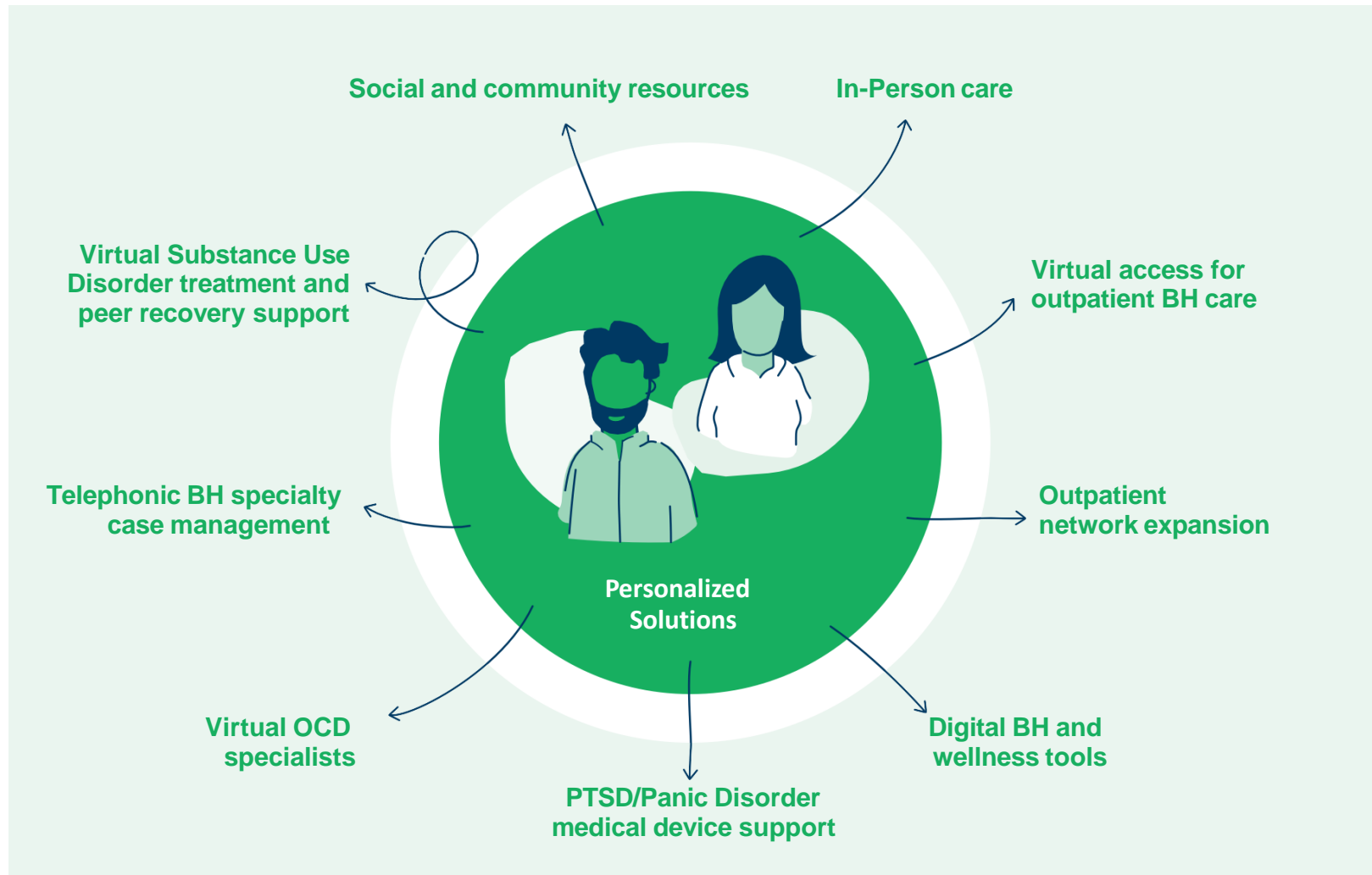
Net savings of up to \$18 PMPM for members in Well360 Focus compared to matched members in Well360 Core.

Hospital admissions and ER visits were significantly lower in the Well360 Focus members.



Based on 2021 internal study

Ecosystem of Personalized Solutions Addressing a Range of Behavioral Health Needs



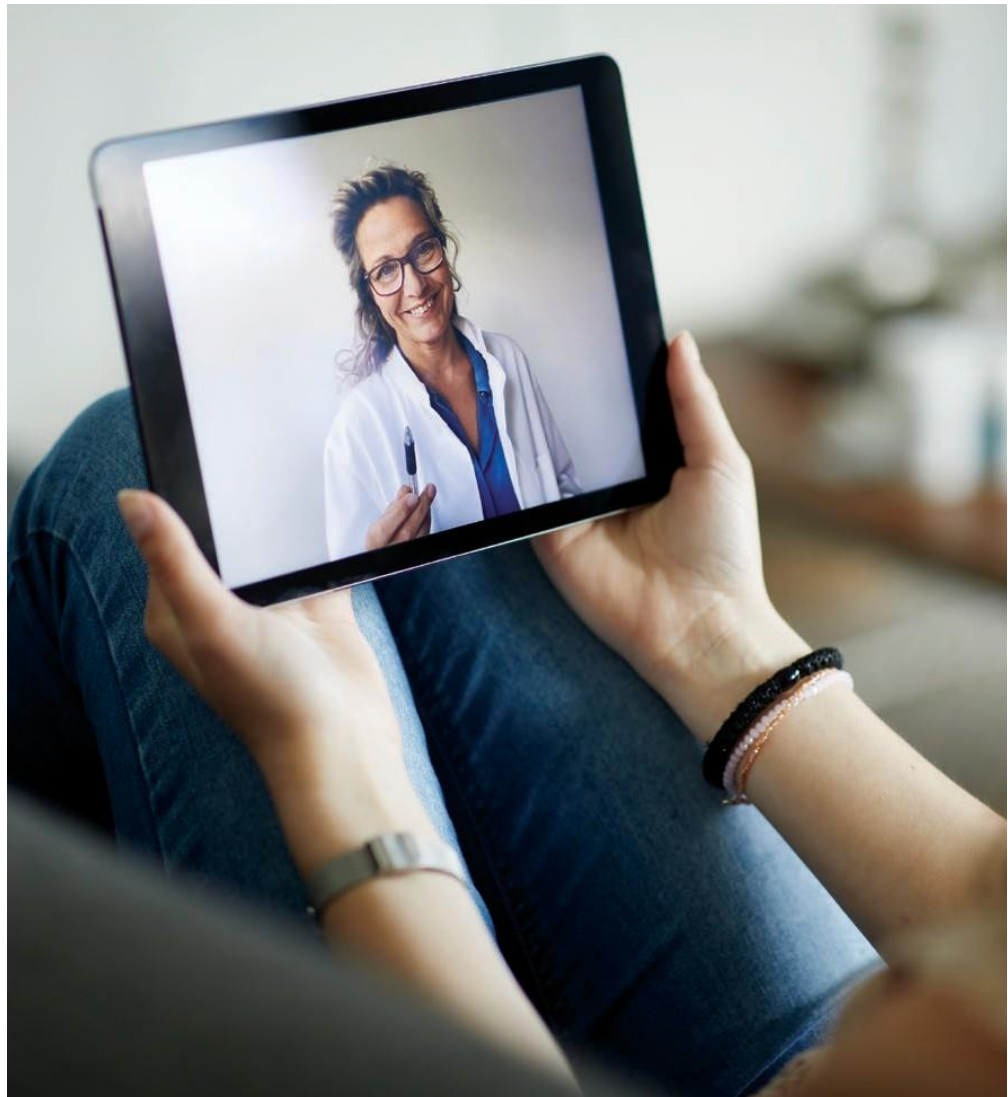
Comprehensive Virtual Behavioral Health Care



Well360 Virtual Health

Comprehensive therapy and psychiatry services are specifically designed to close the gap in provider shortages and reduce the costs of behavioral health care.

Meet members' behavioral health needs by connecting them with psychiatrists, psychologists and licensed therapists.



APPENDIX

Diabetes Prevention Program (DPP)

Diabetes is preventable. Prediabetes is reversible.



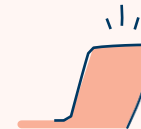
- As many as 1 in 3 U.S. adults are prediabetic.
- DPP is available to all members as part of our preventive schedule.

DPP is a structured lifestyle and health behavior change program that is designed to prevent the onset of type 2 diabetes.

With DPP, you get:



Expert Coaching



Engaging Lessons



Support of a Community



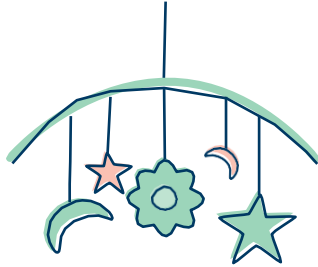
100% Preventive Medical Benefits



No Member Cost Share

Baby Blueprints

We offer Baby Blueprints® maternity education and support programs to help expectant mothers better understand every stage of their pregnancy.



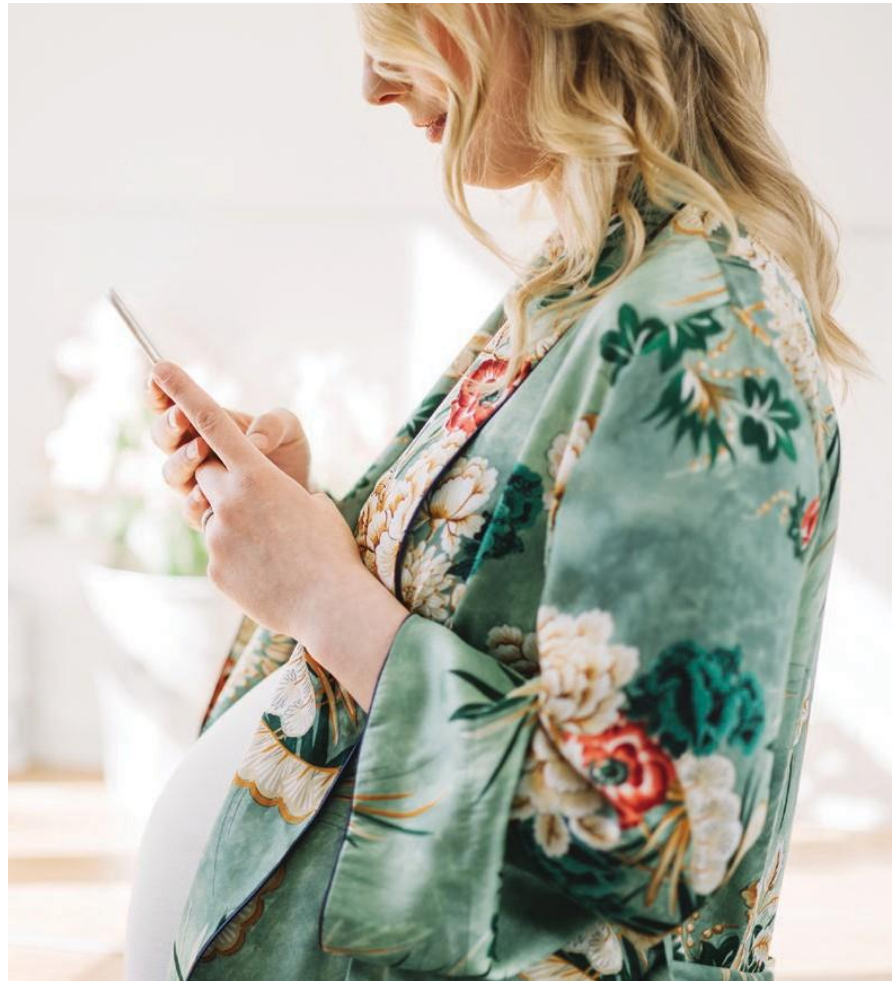
This free program provides members with:

Easy and convenient enrollment over the phone.

Access to in-depth educational information on all aspects of pregnancy.

Individualized support throughout their pregnancy from a Women's Health Specialist.

Information on reimbursement for childbirth classes.



At-Risk Maternity Management Strategy

Comprehensive, holistic care throughout the maternity journey.

Focus on high cost drivers –
pre-term birth,
C-sections, NICU stays

Proactive outreach and
engagement in clinical programs

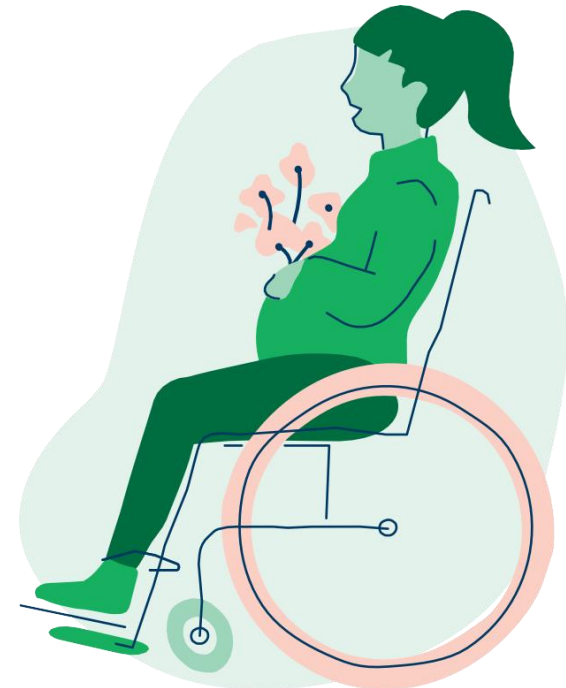
Collaboration with provider
and clinical care team

**Cost related to high-risk pregnancies
continue to rise year over year.**

**16% of inpatient costs are attributed
to maternity and newborn costs.**

**44% of maternity and newborn inpatient costs
are attributed to high-risk pregnancy.**

**Employees want simple and
engaging solutions to guide their care.**



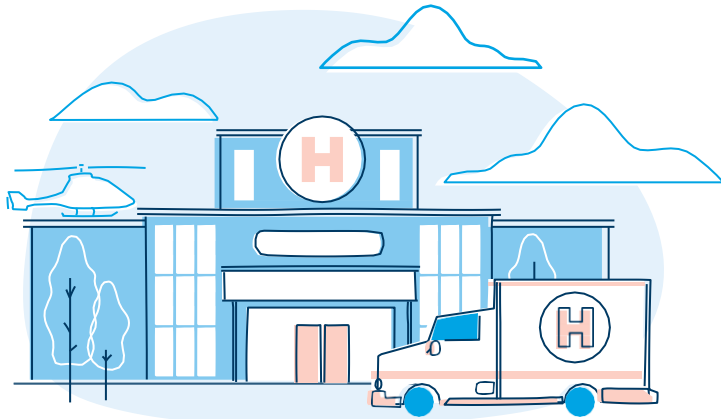
Sharecare Platform

RealAge – Next Generation Health Risk Assessment

- Sharecare's RealAge gives members an accurate, science-based measure of their body's actual age vs. their calendar age.
- Members receive personalized recommendations on lowering their RealAge, which helps create intrinsic curiosity and drive continued engagement.



Inpatient and Outpatient Utilization Management



Inpatient Admissions:

- Acute care (hospital)
- Long-term acute care
- Inpatient rehabilitation facility
- Skilled nursing facility

Outpatient Procedures:

- Sleep studies
- Bariatric surgeries
- Varicose vein treatment
- Reconstructive surgeries
- Hysterectomies

