

Anthem Health Guide

Simple. Caring. Consultative.

They're the founding elements of Anthem Health Guide, an empowering service that helps members:

- Stay involved in their health.
- Access the care that's right for them.
- Get more value from their benefits.

Navigating the health care system can be tough. It can cause frustration, unnecessary medical expenses and a lack of engagement. Anthem Health Guide helps your employees find their way by simplifying the health care experience and providing a seamless transition from service to care.

The power behind Anthem Health Guide

What makes the service work so well? It's the associates, or health guides, who are specially selected and trained to consult and provide comprehensive support. These guides are closely linked to health care professionals, such as nurses, health coaches, educators and social workers. Together, they can educate your employees about their health situation and help them find the right care, at the right time — for the right cost.



Where technology meets the human touch

Health guides use smart engagement technology to provide personalized guidance to your employees. This technology analyzes data from our benefits and claims database. It also alerts health guides when certain key words come up during conversations.

With the help of such tools, our guides are able to:

- Connect employees to programs and needed support.
- Identify hard-to-reach employees.
- Spot medical gaps in care, such as routine exams and screenings.
- Help employees save money on prescription drugs.
- Compare costs, find in-network doctors and much more.

Find out what Anthem Health Guide can do for you. Call your sales representative or broker today.



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Anthem Health Guide: smart engagement features at a glance

Communication options	Your employees can contact us by phone, mobile device, web chat or secure email. They can also request a scheduled call-back.
Consultative listening	Health guides have engaged and consultative conversations. If needed, they can soft transfer employee calls to health care professionals.
Speech recognition	Alerts are sent to health guides' desktops when employees use certain key words during conversations. These alerts identify opportunities to engage employees in programs and services that are part of their benefits and can help them with their health conditions. There are 10 preselected health conditions with alerts.
Gaps in care	Health guides are also alerted about employees' preventive and medical gaps in care, so they can address these gaps during conversations and transfer employees to nurse coaches, as needed.
Guided decision support	Health guides use Anthem's decision-making support tools to help employees get more out of their benefits. These tools include: <ul style="list-style-type: none">• Find a Doctor• Estimate Your Cost• Help setting up appointments with providers

Results? See for yourself!



Up to a 4.3:1
cost-of-care return
on investment¹



93.6%
engagement on inbound calls
and chats to health guides²



93.7%
member satisfaction³



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¹ Anthem National Accounts Actuarial, December 2016.

² Anthem Health Guide Education by Customer Service, dashboard metric, January 1, 2016, through December 31, 2016.

³ Anthem Marketing Insights & Analytics, December 2016.

Health and wellness programs are not covered services under the health plan, but are additions; these programs' features are not guaranteed under your health plan certificate and could be discontinued at any time. Anthem Health Plans of Virginia, Inc. trades as Anthem Blue Cross and Blue Shield in Virginia, and its service area is all of Virginia except for the City of Fairfax, the Town of Vienna, and the area east of State Route 123. Anthem Blue Cross and Blue Shield and its affiliate HealthKeepers, Inc. are independent licensees of the Blue Cross Blue Shield Association. ANTHEM is a registered trademark of Anthem Insurance Companies, Inc. The Blue Cross and Blue Shield names and symbols are registered marks of the Blue Cross and Blue Shield Association.