



SOUTHERN CALIFORNIA IBEW – NECA TRUST FUNDS

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February 2010

To: Plan Participants Enrolled in Anthem Blue Cross

From: Trust Funds Administrative Office

RE: 360° Health

Recently the Board of Trustees of the Southern California IBEW-NECA Health Plan decided to expand the services and resources provided to Plan participants enrolled in the Anthem Blue Cross plan. This expanded program, available March 1, 2010 and titled “360° Health” is described in detail in the following promotional information provided by Anthem Blue Cross:

Welcome to 360° Health® – The total health and wellness solution

Our 360° Health® solutions surrounds participants with 360 degrees of preventive care resources, wellness information, savings and incentives, and care management services. Our approach provides a complete management solution with comprehensive programs and services to improve treatment plans and increase quality of care to participants while helping to control plan costs.

Achieving this philosophy, 360° Health’s fully integrated care management structure incorporates health information from various data sources as a means to provide participants with targeted, individualized care programs and services to support early detection and prevention of health risk issues.

We offer a comprehensive list of services with multi-media delivery options that will allow you to build a customized wellness program to identify, engage and measure the health of your participants’ population.

We have structured 360° Health into three categories: Tools and Resources, Guidance and Management.

To access 360° Health information online, please go to <http://www.anthem.com/ca/home.html>. You will then see the 360° Health program link in the middle of the page.

Tools and Resources

These resources provide participants with access to comprehensive health and wellness information to help them better manage their own health issues, conditions and treatment options. The information, available in English and Spanish, is on our website, featured in mailed materials, and presented at worksite events or in recorded telephone topics.

MyHealth@Anthem

The MyHealth@Anthem online resource offers a personalized resource center with interactive tools for assessing, managing and improving your participants’ health including drug interaction alerts, daily health tips, health reminders, a health information database and health news and information.

MyHealth Assessment

This online tool available through MyHealth@Anthem provides each user with a comprehensive health evaluation as well as condition-specific assessments for in-depth analysis and information. MyHealth Assessment presents information so participants can easily understand their personal health risks and take action to lower those risks. MyHealth Assessment also highlights the financial impact of a participant’s health risks, providing a more holistic view of how certain behaviors affect not only a participant’s health but also the costs associated with various health



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conditions. Responses to the MyHealth Assessment also act as a trigger for identification into our care management programs. Participants must grant their permission for follow-up contact. This integration into our identification processes is one of the key differentiators from our competitor's programs.

Anthem Care Comparison

Anthem Care Comparison is an innovative online comparison tool that discloses real price ranges for approximately 40 common services at specified area facilities, including the facility, professional and ancillary services.

The price ranges include a bundle of related services typically performed at the time of the procedure, not just the surgery itself. Data includes costs of the entire spectrum of care, from lab tests to recovery room charges. In addition, the costs are facility specific, so participants can compare the differences in cost between hospitals.

SpecialOffers@Anthem

Easily accessible from our website, SpecialOffers@Anthem gives participants valuable discounts on a wide range of health-related products and services ranging from vitamins and supplements to fitness club memberships to laser vision correction surgery.

Guidance

Services through the guidance component of 360° Health offer participants more interactive opportunities for health improvement. In addition to online resources, participants have the opportunity for one-on-one interaction with our team of health care professionals.

24/7 NurseLine

With our URAC-accredited and NCQA-certified 24/7 NurseLine, callers can receive accurate information any time of the day or night. Through one-on-one counseling with our experienced nurses, callers can make more informed decisions about the most appropriate and cost-effective use of health care services.

Also through the toll-free NurseLine telephone number **(800) 700- 0197**, participants can access an audio library with hundreds of educational health care topics in both English and Spanish. The topics range from aging and allergy issues to cancer, pregnancy and baby care, fitness, family planning, mental health and tests and examinations.

The NurseLine phone number can also be found on the back of your new ID card which you will receive shortly. For accurate, confidential health information, call the number on the back of your participant ID card. A nurse is just a phone call away.

Future Moms

Future Moms is our maternity program for routine to high-risk maternity cases. The program helps expectant mothers focus on early prenatal interventions, risk assessments, and education. We place special management emphasis for those expectant mothers at highest risk for premature birth or other serious maternal issues. Our clinical structure consists of an assigned primary nurse coach for each high-risk participant, supported by pharmacists, registered dietitians, social workers, exercise physiologists and medical directors. Our nurses manage the entire participant, taking into consideration all corollary conditions, not just the pregnancy. This one-to-one relationship with a primary nurse is the key to achieving the behavior change that is so critical in maternity management.



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It is best to enroll early. When you find out you are pregnant, simply call Future Moms at **(866) 664-5404**.

ConditionCare

The ConditionCare program is the disease management component of 360° Health.

With our ConditionCare program, your participants will have a direct opportunity to maximize their health state and control their health care expenses when suffering from prevalent conditions such as:

- Asthma (pediatric and adult)
- Diabetes (pediatric and adult)
- Heart Failure (HF)
- Coronary Artery Disease (CAD)
- Chronic Obstructive Pulmonary Disease (COPD)

ConditionCare focuses on providing each participant with the most appropriate level and frequency of targeted individualized interventions through an Individualized Intervention Plan. We engage participants with introductory material that provides condition-specific education and demonstrates program value. For those requiring a higher level of management, we assign a nurse coach to work one-on-one with the participant to achieve the goal of reducing or stabilizing clinical severity and increasing management control over the condition. This consistency in relationship with a single primary nurse is an essential component of creating genuine change in the participant's health condition. All identified participants also have 24-hour inbound access to our nurses.

You can enroll in ConditionCare by calling us toll-free at **(800) 522-5560**. When you call, please be sure to have your ID card and physician's name and address available. You may also be contacted by a ConditionCare enrollment specialist to find out if you or any of your eligible family members would like to participate in the program.

ComplexCare

ComplexCare helps control health care expenses through proactive outreach to participants. The program targets participants identified as likely to incur significant, near-term medical expenses in the near future, but do not fall into established disease management programs. ComplexCare employs a proactive, collaborative, participant-centric model of care management, in which we emphasize chronic care management for those participants with chronic or multiple non-disease management conditions who are at risk for incurring significant future medical expenses. For example, participants with various forms of cancer or multiple congenital anomalies could be targeted for ComplexCare participation.

You can enroll in ComplexCare by calling the same toll-free number **(800) 522-5560**, and you will be directed to a ComplexCare enrollment specialist.