



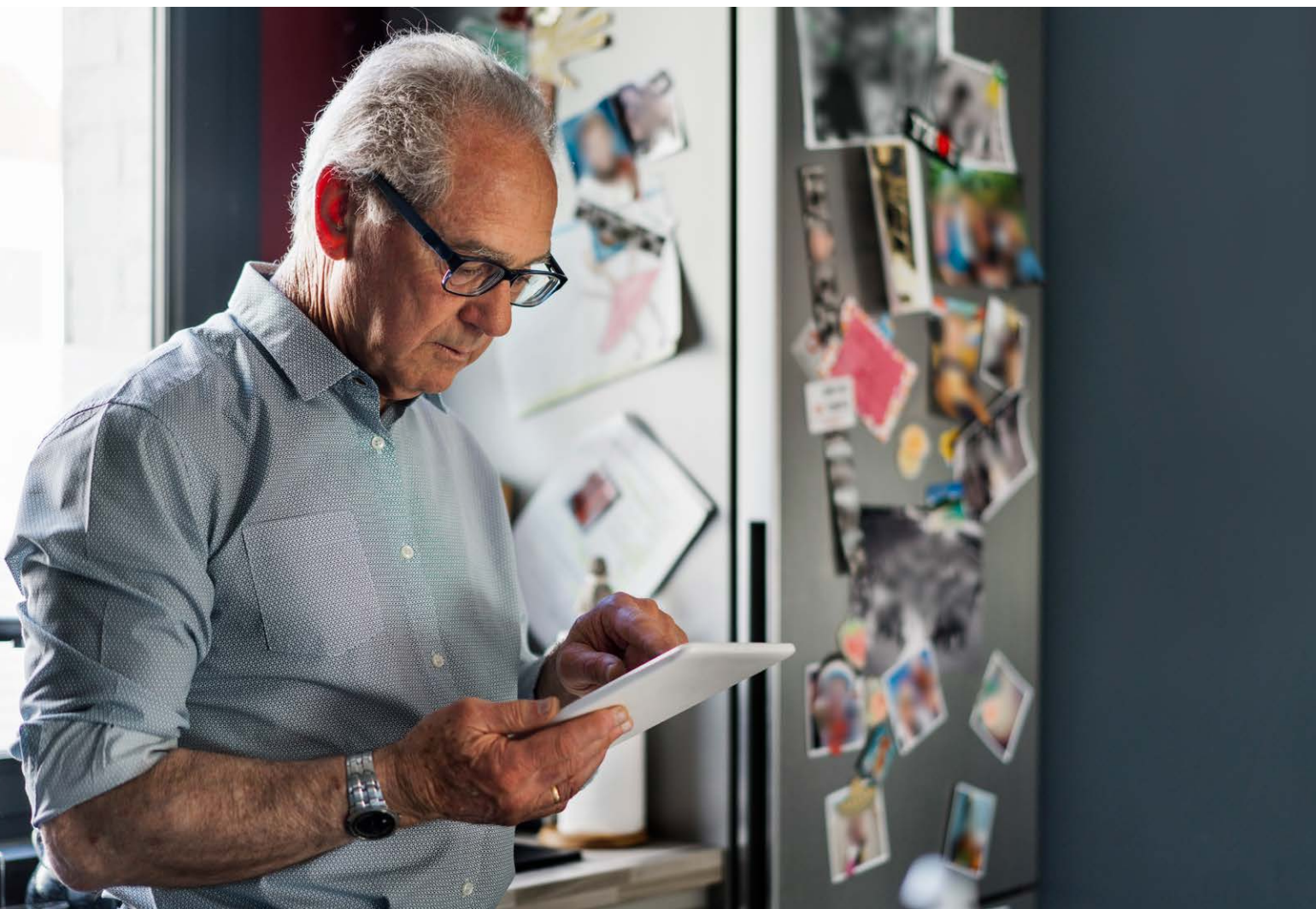
**CONNECTING
MORE ASPECTS OF
YOUR EMPLOYEES'
WELLBEING.**

This is Synchronized Health™

OUR UNIQUE APPROACH TO HELP YOUR EMPLOYEES LIVE HEALTHIER.

Now more than ever, your employees need a comprehensive approach to wellbeing – one that brings people, programs, and tools together to protect their physical, emotional, and financial health.

We call it Synchronized Health. And it's how Excellus BlueCross BlueShield supports each member holistically throughout their health journey. Employers and employees enjoy better outcomes, lower costs, and peace of mind in knowing they're never on that journey alone.



EXCELLUS BCBS SYNCHRONIZED HEALTH APPROACH



HIGHLY COORDINATED CARE FOR EMPLOYEES, LOWER COSTS FOR EVERYONE.

Managing employee health goes beyond choosing innovative, affordable plans. With Synchronized Health, members get support led by our team of health professionals – with access to specialized health management programs, innovative self-care tools, and robust voluntary benefits.

We use our data to create a full picture of employee health and identify the best ways we can help. This ensures members are always at the center of care, but never feel caught in the middle. So their coverage works harder and costs less. **In fact, our Synchronized Health approach has saved approximately \$1 billion over four years.**

OUR APPROACH BEGINS WITH OUR PEOPLE.

We couldn't do what we do without the passionate professionals who work directly with employers, members, providers, and behind the scenes to help keep your employees well.



Doctors

Our 16 full-time doctors work closely with our provider network to innovate treatments and improve quality of care.



User Experience Designers

Ensure all our digital tools and resources are not just available, but accessible and easy to navigate and use.



Pharmacists

28 on-staff pharmacists support prescription adherence, prevent dangerous interactions, and reduce costs.



Registered Dietitians

Help members embrace better nutrition to live healthier and prevent or manage conditions.



Care Managers

A team of registered nurses and licensed social workers provide guidance and connect members with the support they need.



Workplace Wellbeing Consultants

Partner one on one with employers to determine the most effective programs and strategies to engage their employees.



Health Coaches

Motivate members to use self-care tools to make healthier choices and achieve their goals.



Product Developers

Continually assess, anticipate, and listen to the needs of members to create better benefits and offerings.

THESE ARE JUST A FEW OF THE PEOPLE LOOKING OUT FOR THE HEALTH AND WELLBEING OF YOUR EMPLOYEES IN UNEXPECTED WAYS EVERY DAY.

91%

member satisfaction for our Case/Disease Management Program

MEMBER HEALTH MANAGEMENT



Our member-centric approach looks at the whole person and aligns the right support to their needs. Whether they're managing chronic and complex conditions like diabetes, depression, or cancer – or simply want tips to stay healthy.

We offer 75+ programs, including:

Utilization Management

Members are connected with the appropriate level of treatment and medication to help speed recovery and keep costs in check.

Case/Disease Management

Claims data and predictive modeling identify at-risk members, empowering our Care Managers to provide proactive, individualized support.

Behavioral Health Management

Mental health and substance abuse specialists are standing by to help members break down the barriers to recovery.

Pharmacy Management

Innovative clinical programs help keep costs low, employees safe, and administration easy, while our on-staff pharmacists review prescriptions to provide an extra layer of protection for members.

Wellbeing Programs

Programs are tailored to the needs of your organization and employees to maximize impact, satisfaction, and savings.



Our Care Manager gets Kathy back on track

As an Excellus BCBS Care Manager, Diego is always there to provide extra support to members. So when Kathy registered a few concerning test results related to her diabetes, he reached out. It turns out she was struggling to afford her medication and manage her condition. Diego connected Kathy to a dietitian who coached her on eating healthier and was even able to help her secure a \$600 grant to help pay for her insulin.

MEMBER HEALTH MANAGEMENT PROVIDES PEACE OF MIND BY CONNECTING EMPLOYEES TO THE RIGHT PEOPLE AND PROGRAMS.

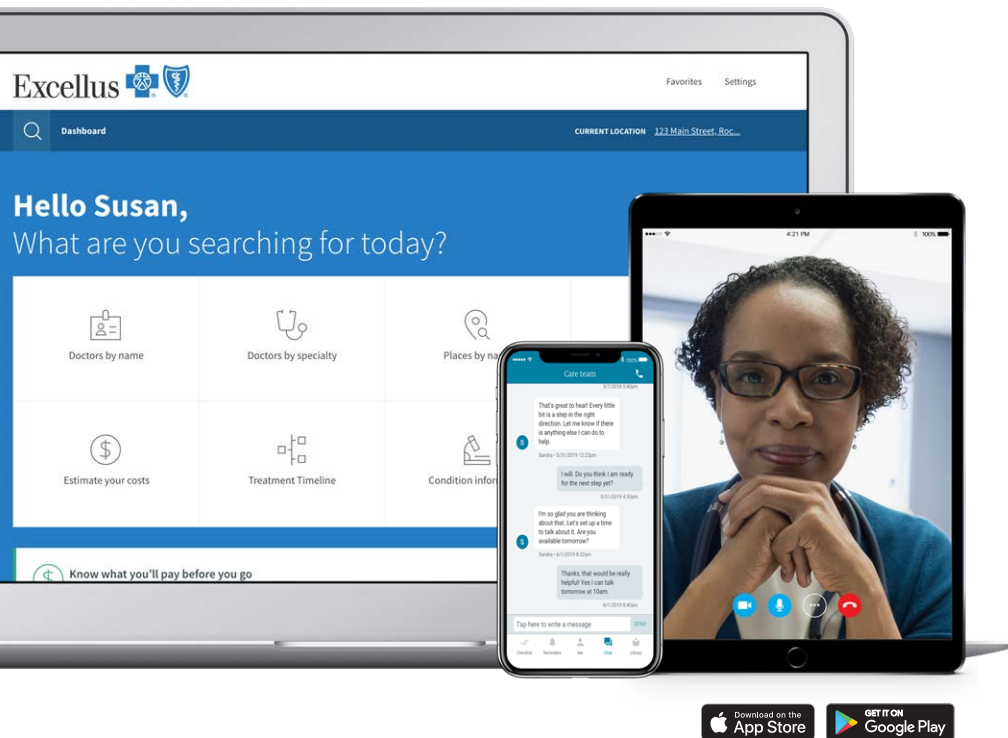
\$1.6M

saved through targeted pharmacy interventions in just over a year

SELF-SERVICE TOOLS AND RESOURCES



We are constantly developing new digital tools to make it easier for members to access the information and answers they need – anytime, anywhere.



ExcellusBCBS.com

Online tools and personalized member accounts help employees find doctors, estimate costs, and track spending.

Telemedicine

Offers virtual appointments with medical doctors and behavioral health specialists through your provider's office (if available) and MDLIVE.

The Wellframe® app

Allows members to text with Excellus BCBS health professionals for advice and guidance, create medication reminders, make daily "to-do" lists, access educational materials, and more.



Our Health Coach helps Anthony through Wellframe®

Anthony knew he needed to lose weight, but struggled to make any real progress on his own. After downloading the free Wellframe® app, he was able to work with Nadine, his Health Coach, to develop a plan that day. He continues to text with Nadine a few times a week for extra guidance and motivation – and has now lost more than 25 pounds.

SELF-SERVICE DIGITAL TOOLS EMPOWER YOUR EMPLOYEES TO TAKE A MORE PROACTIVE ROLE IN THEIR HEALTH, STAY PRODUCTIVE, AND SAVE MONEY.

\$1.2M saved over three years with Wellframe®

VOLUNTARY BENEFITS SERVICES



Enhancing your benefits with optional services not only expands coverage for employees, but also equips us with greater insight into their health and provides you with a single point of contact.



Dental

Good oral health can go a long way in improving your employees' overall health, maintaining productivity, and controlling costs.



Vision

Eye conditions can be signs of more serious health issues that are easier to address when caught early.



Administrative Services

From health insurance and retirement plans to HSAs and COBRA, we can help streamline administrative tasks to keep you focused on your passion.



Our Wellbeing Consultant helps Melissa keep employees active

As an HR Manager, Melissa always made workplace wellbeing a priority. But despite offering a wide range of programs, participation began to drop. Her Excellus BCBS Wellbeing Consultant, Sierra, noticed the dip and offered to help. She analyzed employee health data and worked alongside Melissa to develop a strategy specific to her needs. Employee engagement increased – and so did the overall value of the program.

VOLUNTARY BENEFITS PROVIDE THE CONFIDENCE OF A SINGLE PARTNER WITH THE INSIGHT TO TAKE A TRULY HOLISTIC APPROACH TO MEMBER HEALTH.

164 **MILLION HOURS** of work are lost every year due to dental disease

SYNCHRONIZED HEALTH IS HOW EXCELLUS BCBS SUPPORTS TOTAL HEALTH AND WELLBEING.

These are just some of the ways we coordinate care to improve more aspects of member health.

Physical Health

Delivering proven, data-driven programs to manage conditions, stop smoking, lose weight, and stay well

Putting our team in constant collaboration with employees and their health care providers

Developing new ways to address diabetes, cancer, back pain, opioid use, and more

Emotional Health

Connecting members with behavioral health specialists to help with addiction and mental illness

+ Offering robust preventive care services to avoid potential health issues and deliver peace of mind

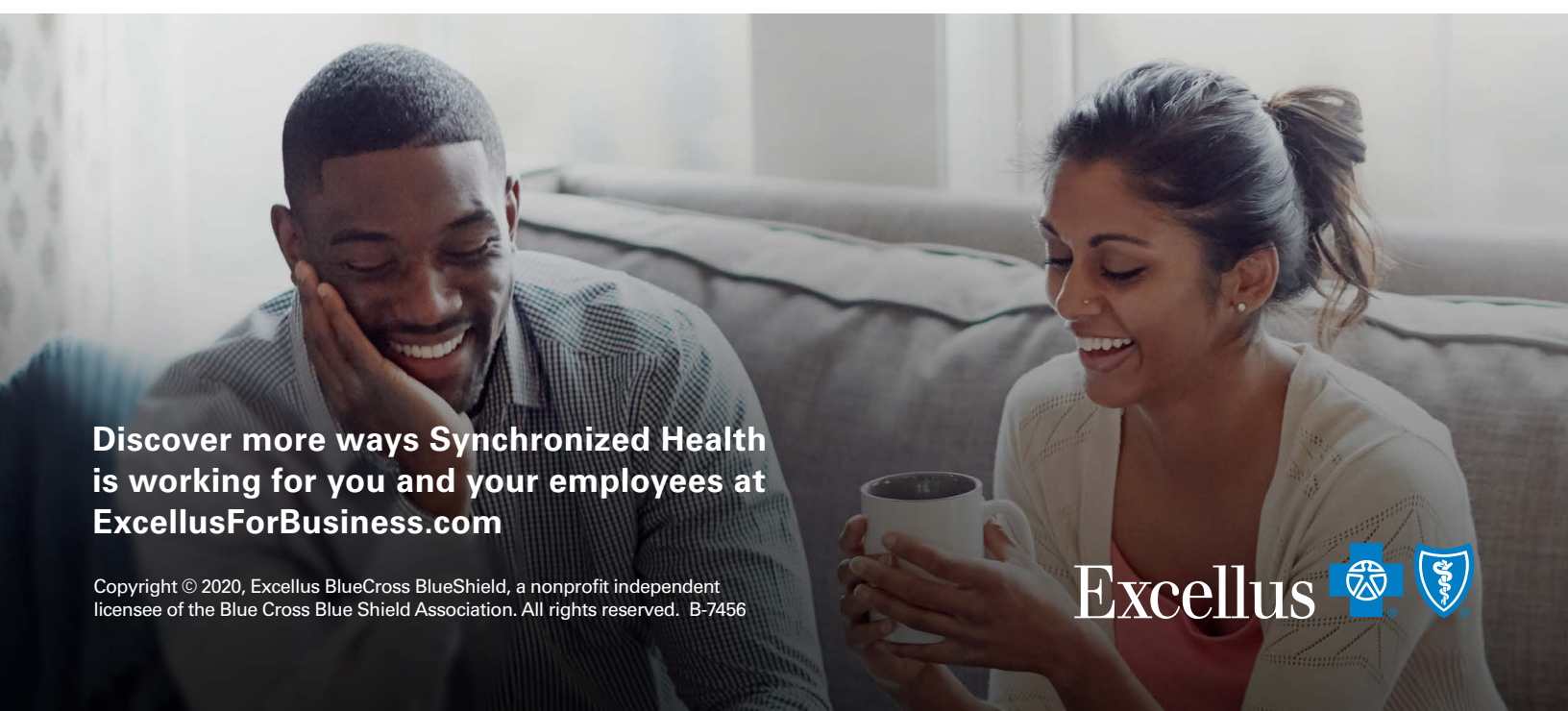
Guiding members along their health care journey so they feel confident in their care

Financial Health

Rewarding active employees through wellbeing programs and providing tools to help them find the most affordable care

+ Negotiating with providers on members' behalf to help reduce the cost of drugs and services

Monitoring for fraud, waste, and abuse to lower costs for everyone



Discover more ways Synchronized Health is working for you and your employees at [ExcellusForBusiness.com](https://www.ExcellusForBusiness.com)

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