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.
Anthem Health Guide: smart engagement features at a glance

<table>
<thead>
<tr>
<th>Communication options</th>
<th>Your employees can contact us by phone, mobile device, web chat or secure email. They can also request a scheduled call-back.</th>
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<tbody>
<tr>
<td>Consultative listening</td>
<td>Health guides have engaged and consultative conversations. If needed, they can soft transfer employee calls to health care professionals.</td>
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<tr>
<td>Speech recognition</td>
<td>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.</td>
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<tr>
<td>Gaps in care</td>
<td>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.</td>
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| Guided decision support| Health guides use Anthem’s decision-making support tools to help employees get more out of their benefits. These tools include:  
  ① Find a Doctor  
  ② Estimate Your Cost  
  ③ Help setting up appointments with providers |

Results? See for yourself!

Up to a 4.3:1 cost-of-care return on investment\(^1\)

93.6% engagement on inbound calls and chats to health guides\(^2\)

93.7% member satisfaction\(^3\)

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\(^1\) Anthem National Accounts Actuarial, December 2016.


\(^3\) Anthem Marketing Insights & Analytics, December 2016.