

Health Services

WellChoice offers a suite of health programs and services that are seamlessly integrated to help achieve optimal health outcomes for our members. In addition to improving the health of members, disease management programs have been shown to help control medical costs by helping members avoid acute complications and hospitalizations associated with many chronic conditions.

WellChoice's **integrated** approach to health services has four primary components, each one providing a more advanced level of benefits than the previous one. Under Health Resources, members have access to basic health and wellness information, including our Healthy Living Newsletter and HealthLine recordings on a variety of health topics. Health Extras provides members with perks to maximize their opportunity for better health. Some of the extras include Staying Healthy phone reminders, discounts to health clubs and related health services, as well as access to all their prescription medication needs online. For members who need medical information or help navigating the health care system, Health Guidance provides 24x7 access to a nurse call center, hospital care coordination and quality information on hospitals at **HospitalIQ.net**, the Company's proprietary site that provides quality information on hospitals based on the standards developed by The Leapfrog Group. And, for those members with chronic or acute conditions, WellChoice offers Health Management, a level of health services that includes disease management programs for several chronic conditions including asthma, diabetes, coronary artery disease, kidney disease and rare diseases, as well as a maternity care program and intensive care management programs for neonatal care and transplant programs.

5

dedicated web portals

quality

24 hr.

access to nurse call centers

Another part of Health Services is WellChoice's unique patient-centric disease management program, Systematic Analysis Review and Assistance, or SARA®. By combining the use of innovative technology and health care data, **SARA** improves care by analyzing lab, pharmacy, hospital and medical claims for members enrolled in this program and identifying potential health problems. During 2003, SARA identified almost 98,000 care considerations for members with potential health problems, such as adverse drug interactions, overlooked tests and skipped preventative screenings.

Further exemplifying our commitment to continuous quality improvement, WellChoice's principal operating subsidiary, Empire Blue Cross Blue Shield, earned an Excellent accreditation status from the National Committee for Quality Assurance (NCQA) for its two commercial HMO products—HMO and Direct HMO—and its Medicare+Choice HMO for the third consecutive time. NCQA's highest accreditation status of **Excellent** is granted only to plans that demonstrate levels of service and clinical quality that meet or exceed NCQA's rigorous requirements for consumer protection and quality improvement.