

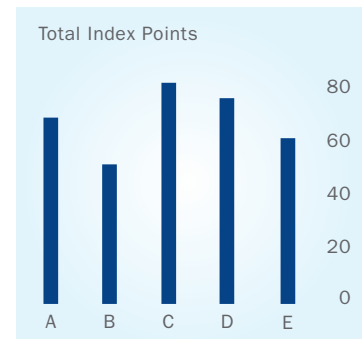
affordability

Cost is perhaps the single biggest challenge in health care today. At WellPoint, we know that to avoid compromising quality, the solution is in a combination of prevention and efficiency. We're supporting both with a variety of programs designed to improve awareness, encourage healthy choices and deliver better outcomes more efficiently.

CLIENT HEALTH INDEX

Feedback from some of our largest customers led to the creation of the Client Health Index. A natural evolution from WellPoint's Member Health Index, CHI provides a method to calculate the health of members at an employer-specific

level by looking at 20 different measures in three areas: Screening and Prevention, Care Management, and Worksite Environment. CHI is designed to allow employers to track health over time and assist in identifying opportunities to improve their employees' health.



VALUE BASED BENEFIT DESIGN We're helping thousands of members with chronic diseases in programs nationwide afford health care by waiving drug co-pays and providing free access to important home tests, such as blood glucose monitors. Reduced costs, educational materials and important outreach by health educators and pharmacist consultations have helped members change their behaviors and improve their health. We've created value based benefit designs that focus on improving members' health and creating savings for both the member and the employer. Our affiliated health plans will begin to offer value based benefit designs to fully insured customers in 2010.

Putting chronically ill members first is a priority for associate Laurie Amirpoor, who was instrumental in developing value based benefits.





OneSight
Giving the gift of sight since 1988

Powered by EyeMed
VISION CARE

Driven to



PVM 2867

See

You Tube

facebook

twitter

CALCULATE YOUR HEALTH FOOTPRINT
connects.anthem.com



VISION VAN To help children maintain healthy eyes, WellPoint teams with OneSight®, a Luxottica Group Foundation, to bring the Vision Van program to communities throughout the year. Students in kindergarten through high school are pre-selected based on their financial and vision needs to receive free vision care, which includes full vision exams and new glasses. This event makes a meaningful difference in the lives of students who might not otherwise have had their vision needs met. More than 2,000 students were helped in 2009 when the van made stops for WellPoint-affiliated health plans in Indiana, Connecticut and Georgia.

HEALTH FOOTPRINT We often underestimate the impact our decisions – and the decisions of those close to us – have on our health. For a snapshot of your health and how your choices affect family members, friends and coworkers, calculate your Health Footprint®. The bigger it is, the more influence you have on your health and the health of those in your social network. WellPoint is working with Bob Harper from *The Biggest Loser* to highlight the importance of the Health Footprint and to deliver tips that can help you improve your score. To calculate yours, visit connects.anthem.com.

The Vision Van is driven to local communities across the country, giving children access to free eye care and eye glasses.

accessibility

The highest quality health care is of much less value if it's not accessible to those who need it most. Accessibility is central to what WellPoint seeks to offer – with a range of innovative programs and benefits, we're working to help make sure members and communities have the resources they require to get the care they need.

BenefitsCheckUp®

Are you a U.S. veteran?

Have you had an eye exam by a medical doctor (ophthalmologist) in the last three years?

Are you dependent on family members or others for care?

NATIONAL COUNCIL ON AGING WellPoint and the National Council on Aging (NCOA) realize that many factors contribute to the health and well-being of senior Americans, including access to quality health care, community resources and financial assistance for basics such as prescription drugs and food. That's why WellPoint is sponsoring NCOA's BenefitsCheckUp®, a comprehensive online resource that provides members of WellPoint's affiliated health plans access to 1,500 benefits programs throughout all 50 states and the District of Columbia.

INTEGRATED CARE

MANAGEMENT Employers want a fully integrated health care model that incorporates medical, behavioral, disability, wellness and EAP programs. To meet this need, WellPoint developed the Integrated Care Management model (ICM). ICM is member/family-centric and is a metrics-based care management program. It includes an integrated team of physicians, nurses, pharmacists and other health care professionals, with a dedicated nurse for family members. Members receive individual care plans, which results in increased engagement. Employers have more empowered employees, reduced absenteeism, increased member satisfaction and improved health care trends.

Through integrated care management, members receive individual care plans with long- and short-term goals, while employers have more empowered employees, reduced absenteeism and improved health care trends. Today, more than 2.2 million members participate in this integrated care management model.





ASTHMA RESEARCH We used our ability to see how people respond to medicine in the real world to study asthma. Even though inhalers are shown to be more effective in clinical trials, research conducted by our outcomes research company, HealthCore, found members taking oral tablets were more consistent in taking their medication and were less likely to require medical care for serious attacks. As a result, we changed our rules so that members' physicians don't need our approval before prescribing an oral tablet for the member.

Members in Georgia have a unique resource that greatly assists them after a breast cancer diagnosis. Feedback from members and providers has been extremely positive, and led to a collaboration between WellPoint and the American Cancer Society.

BREAST CANCER CARE

A breast cancer diagnosis can be one of the most difficult and confusing times in a person's life. WellPoint's breast cancer care program is designed to give members guidance and information that will increase communications between the caregiver and the patient. In addition, WellPoint recently collaborated with the American Cancer Society to study disparities in breast cancer treatments. Results showed African-American women are diagnosed in later stages of the disease. Understanding these disparities is the first step in enhancing and improving outcomes for all members.



simplicity

In health care, complexity is the enemy of quality. In 2009, WellPoint continued to create new ways to make it simpler, for members and providers alike, to maintain healthy lives. From online tools to home delivery programs, to investments that create wider offerings from a single source, we are delivering solutions, right now, to make a real difference.

PATIENT-CENTERED

MEDICAL HOME Stronger relationships with physicians help more individuals focus on prevention, better manage chronic conditions, and receive appropriate follow-up care. Innovative patient-centered medical home initiatives enable

members to access comprehensive, coordinated care through a personal health care team. An enhanced payment model supports more personalized care from physicians, while providing better access to a care team that helps them navigate the health care system in the local community.



CARE COMPARISON Making informed health care decisions are keys to improving well-being, decreasing costs and increasing access to affordable, quality health care. Care Comparison is an industry-leading e-tool that is giving members across the country vital information on costs and quality. This information is helping members make informed decisions about their health care based on knowing how much they will spend out-of-pocket for certain medical procedures, along with quality measures at contracted providers. And they can compare the costs and quality for different providers, helping them make the most informed decision.

Through Care Comparison, members have a simplified approach to understanding true, out-of-pocket costs for 35 hospital-based procedures.







DAILY MED For members who suffer from chronic conditions, trying to remember when or how to take six or more medications a day is a way of life. That's why our State Sponsored Business has teamed with Arcadia HealthCare, Inc. to offer DailyMed™ – a pharmacy program to help members better manage their medication regime. DailyMed combines the benefit of personal Medication Therapy Management with the simplicity of having a 30-day supply of their medications delivered to their home, individually packaged and labeled with the date and time each packet should be taken.

AVAILITY Doctors want to spend more time on care and less time on paperwork. Through collaboration with Availity, we are helping simplify the health care process so doctors can do just that. A single, multi-health plan Web portal streamlines the health care administration process for members, providers and health plans by enabling them to perform common administrative transactions such as billing and eligibility inquiries in an easy and consistent manner. Not only does this innovative system save time, it removes costs from the health care system and gives doctors more time to spend with their patients.

The right medications at the right time can help members avoid medication errors and improve their quality of life. It's easy, organized, monitored and above all, safe.