



EngageHealthSM

Helping employees take an active role in managing their health is essential to better outcomes and lower costs. Yet one major hurdle to success is navigating a health care system that's often too complicated and confusing.

EngageHealth makes health care simpler. It combines comprehensive clinical care management with the highest level of concierge service for a seamless member experience. Your designated and fully-integrated Care Team understands your priorities, benefits and health care needs — so your employees and their families can achieve the best results possible.

Digital tools propel the level of engagement and convenience even higher. The EngageHealth mobile app, powered by Wellframe, sends timely clinical alerts to the Care Team. It also encourages open communication via two-way text messaging — offering support whenever and wherever members need it.

Available to employers with as few as 500 subscribers

Our **PERSONALIZED, HOLISTIC HEALTH ADVOCACY** Program



Dedicated clinical support team¹

- + Multi-specialty team includes a medical director, specialty nurses, pharmacist, behavioral health specialists, registered dietitians, social workers and customer service experts



Stronger management of chronic and complex conditions

- + Where to go for care
- + Lifestyle coaching
- + Care planning
- + Understanding claims
- + Collaboration with third-party vendors



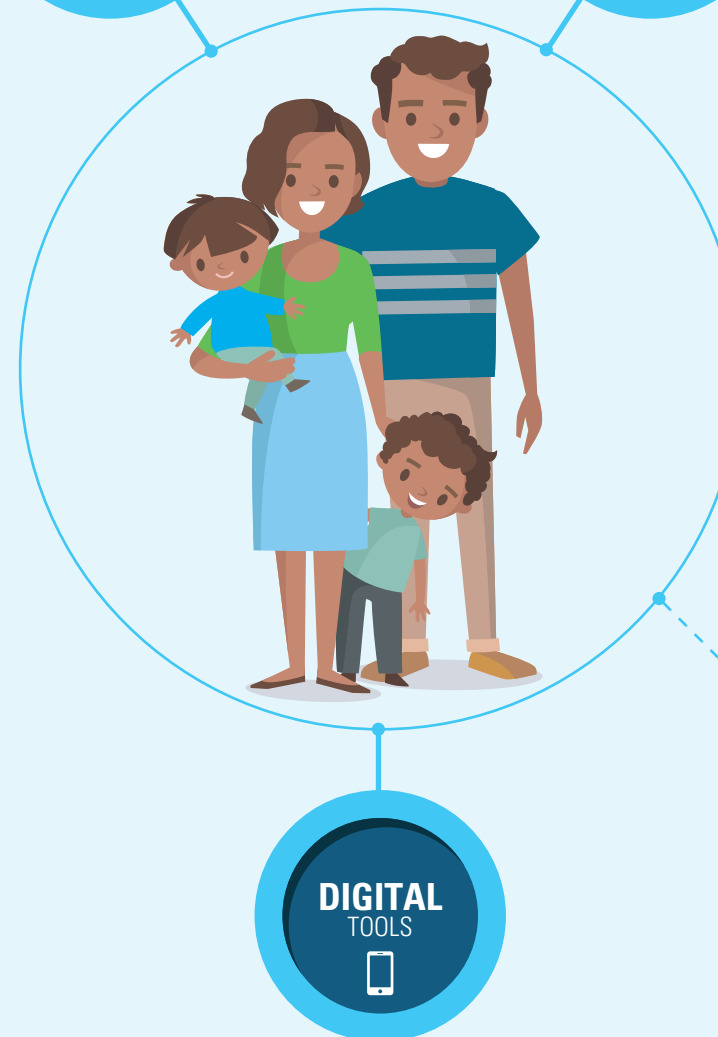
Intensive nurse support

- + Low nurse-to-member ratio
- + Personalized, multi-channel outreach
- + Help with scheduling preventive care to managing complex conditions
- + Equipped with immediate access to claims data
- + AI and machine learning to inform a precise approach to care management
- + Better experience, better health outcomes and lower costs



Unique "nurse-in-your-pocket" experience

- + Convenient and secure app connecting members directly to their Care Team
- + Easy two-way messaging with Care Team
- + Progress monitoring with clinical experts
- + Ongoing support, direction and empowerment between health care visits
- + Health reminders, education, monitoring and daily messaging (if desired)
- + Significant increase in member touchpoints
- + Intuitive digital platform powered by Wellframe



Concierge-level customer service for an exceptional experience

- + Reliable, caring and compassionate support
- + Proactive approach powered by data insights
- + Highly-trained, highly-skilled professionals
- + Dedicated 1-800 phone number



One-on-one guidance and proactive outreach

- + Support during challenging or complex health issues
- + Integrated clinical Care Team and dedicated claims unit
- + Provides guidance for costly medical procedures
- + Assists with environmental and social challenges
- + New member onboarding
- + On-demand, onsite support



Robust personalized member portal

- + Blue ConnectSM health plan resources available anytime on any device
- + Tools for finding in-network doctors and estimating costs
- + Member support via live chat and secure messaging
- + Digital member ID card
- + Track claims and download EOBs
- + Access to buy-up programs like SmartShopper[®], rewarding members that shop for common procedures

Our model has been proven effective at increasing engagement and outcomes with **500,000+ members** over the last two years. For example, among those identified for support in managing a chronic condition:

CLINICAL CARE MANAGEMENT²

71% Targeted members engaged with a nurse

39% Decrease in 90-day inpatient utilization rates

18% Decrease in 90-day ER utilization rates

27% Increase in members seeing a PCP within 90 days post-discharge

HEALTH MANAGEMENT MOBILE APP³

10x Increase in member touchpoints

92% Report feeling more in control of their health

1. Blue Cross and Blue Shield of North Carolina (Blue Cross NC) does not provide medical care or medical advice. EngageHealth is intended to help members make informed decisions about their health and comply with their doctor's plan of care. All decisions regarding care should be made with the advice of a doctor.

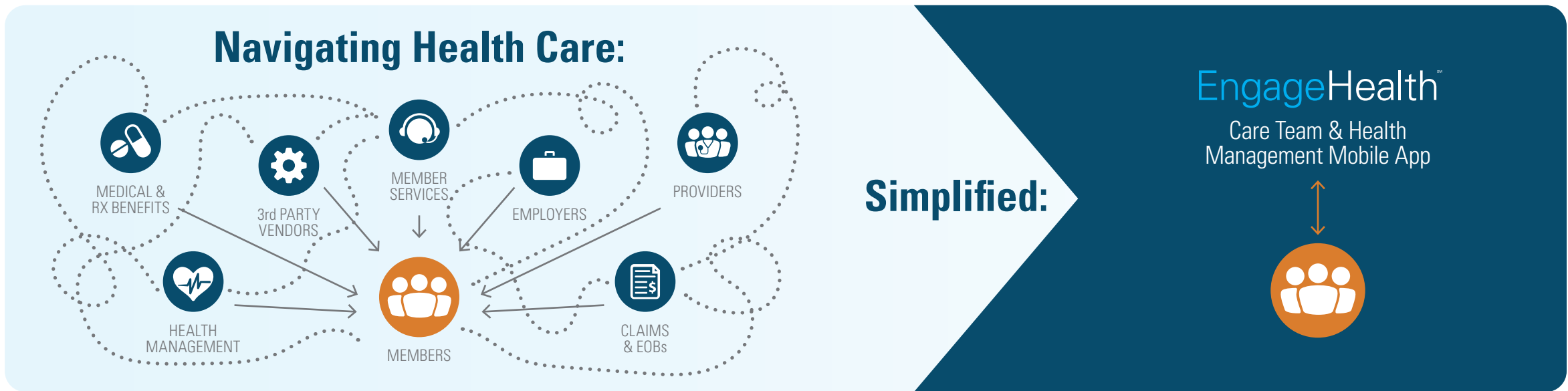
2. Blue Cross NC internal evaluation of Discharge Nurse Outreach Program for the Plan Year 2018. "Engaged member" refers to members who engaged with a nurse and developed a care plan after discharge from an inpatient or emergency room visit related to a targeted chronic condition.

3. *How Wellframe delivers measurable value*: Wellframe.

4. For illustrative purposes only. Results from Blue Cross NC internal evaluation of Discharge Nurse Outreach Program for the Plan Year 2018.

EngageHealth is available to qualified self-funded groups with 500+ enrolled subscribers starting January 2021. Results shown here are not guaranteed. Wellframe and Sapphire Digital (SmartShopper) are independent companies that are solely responsible for the services they provide. They do not offer Blue Cross or Blue Shield products or services.


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SUCCESS STORY

See how one member's EngageHealth experience unfolds⁴


Donna has complex digestive issues and extensive pharmacy costs



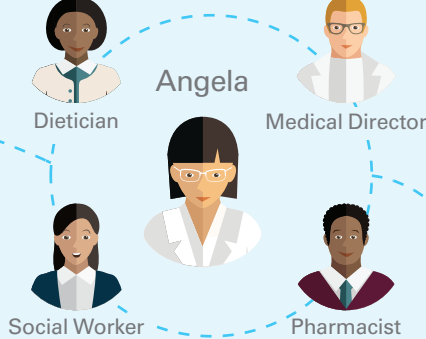
Donna
Member



Brandon
Solutions Expert



Angela
Nurse Advocate



Angela
Dietician, Medical Director, Social Worker, Pharmacist

In an outbound onboarding call, Customer Solutions Expert Brandon uncovers an Rx savings opportunity for Donna's digestive condition.

Brandon then connects Donna to Nurse Advocate Angela in a 3-way phone call.

Nurse Angela makes a clinical and environmental assessment, sets up a care plan and registers Donna in the mobile app.¹

Nurse Angela brings together the Care Team to address Rx costs, facilitate home improvements for self-care and provide day-to-day post-op coordination after an inpatient procedure.¹

Impact of Donna's EngageHealth experience:

-  **Increased engagement** – Over 3 months, Donna engaged with her Care Team almost daily by phone as well as 90+ check-ins and touchpoints through the mobile app
-  **Lowered Rx spending** – Donna saved roughly \$800 per month on her prescriptions

-  **Safer home environment** – Connected Donna to appropriate community-based organizations for assistance with a wheelchair ramp installation
-  **Avoided hospital readmission** – Thanks to careful post-op coordination

