Take Charge and Live Well!
Achieving Optimal Health and Well-Being

Presented by: Carolyn Jacob RN, MS, CCM
Program Highlights

Take Charge and Live Well is an interactive workshop that will engage the audience in learning more about resources and programs that empower them to be more involved in the decisions that affect the health and well-being of themselves and their families. The workshop will show the participant how to maintain a personal health record, as well as, explore the many options available when there is a need for medical assistance or advice. An interactive activity will conclude the workshop with valuable take home resources.
Managing your healthcare and living well doesn’t have to be a complicated proposition.

✓ It is best to work closely with your healthcare provider.

✓ Self-care is all about becoming an informed healthcare consumer.

✓ Self-care is also about prevention - taking care of yourself and your family to prevent illness.

✓ There are situations when going to a healthcare provider is the best course, but there are a number of resources to help you determine when to seek medical care.
Enhanced Personal Health Care

TRANSFORMATION TO A BETTER STATE OF HEALTH
Enhanced Personal Health Care

We’re making health care fundamentally better.
For everyone.

Anthem. BlueCross BlueShield
What we ask of PCPs.

We’re promoting a team approach to primary care that drives improved health and lower costs.

**Efficient** - we’re sharing savings to incentivize quality over quantity

**Informed** - we’re sharing information to identify high-risk conditions and gaps in care

**Proactive** - we’re providing tools and support for more personalized care

**Accessible** - we’re providing solutions so that physician-led teams are available 24/7
We’re taking a revolutionary team-based approach to managing care, providers and data. So patients don’t fall through the cracks.

- Doctor-RN team to coordinate care
- Health assessments and personalized care plans
- Referrals to behavioral health providers
- Data coordination
- Help with diet, weight management and smoking cessation
- RN case manager to monitor progress
- Exams, screenings and immunizations
Meet Kate, 31 years old.

- Visited the ER 27 times in the past 12 months
- Stopped seeing her psychiatrist
- Suffers from a number of conditions
- Doesn’t take medications when she should

Enter Enhanced Personal Health Care.

- Case Management helps her know when it’s appropriate to use the ER and to find a new psychiatrist
- Care coordinates with PCP to assists with her specialty providers
- PCP practice establishes rounds to address medication and appointment adherence

Kate gets healthy.

- No longer using the ER for non-emergencies
- Working with a new therapist
- Addressing her health issues in a proactive manner
- Taking her medications on time
Find a doctor
Selecting providers you know and trust

Easy-to-use search functions allow members to find the care they need

Quality Snapshot highlights patient satisfaction and quality information as factors in decision-making
24/7 NurseLine:
Telephonic access to trained, registered nurses

Provides around the clock, toll-free access to a registered nurse for accurate and important information about any health issue

Speak to an RN or listen to audiotape library

Helps members access the right level of care in the right setting
Where to go when it’s not a real emergency
Faster, less expensive, more convenient

- Retail health clinic: good for basic medical services, usually found in a major pharmacy or retail store

- Walk-in doctor’s office: doesn’t require an appointment, handles routine care and common family illness

- Urgent care center: when someone needs to be looked at right away but isn’t experiencing a severe emergency, most can do X-rays, lab tests and stitches

- LiveHealth Online: Connect with a doctor right away online, using a webcam, without appointments, waiting rooms or high costs.
Issues that usually don’t require the ER

Sprains
Animal bites
Stitches
Mild asthma
Cold and flu
Strep throat
Rashes
Eye irritations
Ear irritations
Headaches
Nausea
One out of every five visits to the emergency room is unnecessary, yet trips to the ER are on the rise.

Avoidable ER visits:
- Second highest outpatient cost driver
- $1.2 million in unnecessary expenses each day
- $445 million in unnecessary expenses each year
### Employee Benefits

**Substantial savings***

<table>
<thead>
<tr>
<th>Service</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emergency Room</td>
<td>$1,270</td>
</tr>
<tr>
<td>Urgent Care</td>
<td>$149</td>
</tr>
<tr>
<td>MD Office</td>
<td>$126</td>
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<tr>
<td>Retail Clinic</td>
<td>$73</td>
</tr>
<tr>
<td>LiveHealth Online</td>
<td>$49</td>
</tr>
</tbody>
</table>

*National average allowed amounts; 2012 claims data based on Local Group and Ind, Non Refunding Members only, for LHO fully treatable diagnosis codes in WLP’s 14 Blue states.

LiveHealth Online is the trade name of Health Management Corporation, a separate company providing telehealth services on behalf of Anthem Blue Cross and Blue Shield.
LiveHealth Online
2015 Ohio Pathways to Health

Doctor’s care at the speed of life.
Visit with a doctor online, anytime. From work, at home or on the go.

LiveHealth Online:
• Is available in most states, including D.C.*
• Is available 24 hours a day, 7 days a week, 365 days a year
• Is available anywhere you have a computer or mobile device with Internet access (at home, in the office or on the go)
• Provides access to in-network, board-certified doctors and licensed behavioral health professionals
• Allows doctors to ePrescribe** utilizing local pharmacies (where applicable)
• Takes member payments via Visa, MasterCard, American Express and Discover
• Is secure, convenient and easy to use

*LHO is available in 46 states and DC as of 09/14/2015
**In certain states, prescriptions cannot be issued as a result of an online interaction with a doctor. For state telehealth availability, check the map on LiveHealth.com.

To learn more about how LiveHealth Online works, check out this video.
For employees, it’s like having a doctor’s office at their fingertips.

CONVENIENCE
Access to live consultations—anytime, anywhere.

CHOICE
Their choice of physician based on helpful physician profiles.

IMMEDIATE SERVICE
Real-time visits—no waiting for a callback. Average time savings: 2 to 3 hours (per post-visit survey results).

LOW COST
Easier and less expensive. Cost is lower than or equal to a doctor’s office visit.

EASE OF USE
Fast, easy setup and login.
New Behavioral Health Online Benefits

Coming 1st Quarter 2016

Specialists at your fingertips
Maternity nutrition and lactation counseling

- **Registered Dietitians** experienced in maternal nutrition, postpartum nutrition counseling and lactation advice and counseling

- **Individualized nutrition program** to promote a healthy pregnancy and health baby

- **Face-to-face visits** through LHO telehealth technology quickly builds rapport and accountability, key elements to successful behavior change

- Programs include **30- to 45-minute visits** with a Registered Dietitian who customizes content for each mom, including face-to-face education, hands-on learning concepts, handouts, and recipes

- Curriculum and content delivered utilizing strategies rooted in **successful behavior change** (e.g. individualization, goal-setting, self-monitoring, self-efficacy, etc.)
LiveHealth Online goes where you go

The mobile LiveHealth Online app is available on both iOS and Android devices.
State Capabilities
(Please refer to [www.livehealthonline.com](http://www.livehealthonline.com) for most up to date state map)

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LHO is changing healthcare

PC Magazine recently named Live Health Online as one of the 10 Apps That Are Changing Healthcare*

“Telemedicine and telehealth apps are dramatically making healthcare more convenient, less expensive, more preventative, and in many cases downright better.”

“These apps and sites—and others like them—are truly revolutionizing healthcare.”

“One key differentiator with LiveHealth Online is that the service accepts some insurance plans, so you may owe the same co-pay as if you went into the doctor's office. Each consultation is a flat $49 if you have no coverage, if your plan doesn't cover online visits, or if you haven't met your plan's deductible. No matter whether your virtual visit is covered, you'll always see your cost before the appointment.”

http://www.pcmag.com/article2/0,2817,2476623,00.asp
Introducing

Price/quality shopping tool available to UC employees, spouses/domestic partners and dependents age 18 and older enrolled in a UC Anthem medical plan

✓ Compare doctors, facilities, and medical services based on the price and patient reviews.
✓ See personalized cost estimates based on your location, medical plan, and whether or not you’ve already paid your annual deductible.
✓ Review step-by-step explanations of past medical spending so you know how much you’ve paid and why.
✓ Receive helpful tips about ways to reduce your medical bills and find high-quality care.
What’s the Difference Between these Xrays?
Nothing except what you paid for them

You might be surprised to know that the cost for the same medical service can vary hugely between medical facilities.
LiveHealth Demo
Self-Care Exercise

• Refer to your handouts!