

Anthem has called
Indiana home
for 75 years



Healthcare for our hometown

Innovative care to create a healthy state — together

Executive Summary



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It has been a privilege to be your hometown partner. We **share your mission to improve the physical, social, and mental well-being** of all Hoosiers by delivering high-quality, accessible, and cost-effective benefits. We will personalize the healthcare journey and reimagine what is possible for each individual in the State through widespread community engagement and end-to-end advocacy.

Our personal connection to the state we live in uniquely positions us to face the challenges, disparities, and needs of our shared communities. We care about transforming the healthcare delivery system to work for everyone in Indiana and beyond — which translates to a healthier population for the State's employees and their families.

In this proposal, we'll highlight the Anthem difference and our commitment to continue serving our fellow Hoosiers.

First, Anthem President and CEO Gail Boudreaux and Indiana Commercial President Beth Keyser would like to share their perspective on who we are as a company in a specially recorded video: <http://indiana.anthem-hub.com/>

Anthem is reimagining what is possible for every moment of health. Through our people, technology, and innovation, we're driving proactive solutions that connect individuals to the right care for each unique health journey. Together with you and the doctors and hospitals that provide care, we will help solve the tough challenges of delivering simpler, more effective, and more affordable care for each individual and family.





Advocacy through innovation

Every interaction with your employees should be meaningful. **We've proposed an innovative service model and a truly holistic advocacy solution.** Our Total Health, Total You solution is grounded in concierge-level support and clinical expertise that engage and improve the health status of all your employees and their families. The key attributes of our Total Health, Total You solution include:

- A **dedicated team of Anthem Health Guides** ready to support the State's health plan. Our advocates are supported by predictive tools and analytics to identify opportunities to engage individuals in their health and well-being journey. This includes steerage to the top-performing providers, maximizing site-of-care options, and providing education as the State evolves its benefit program. We will simplify the journey and support each individual as the State deploys its benefit and network strategies going forward.
- A **multidisciplinary team**, including health coaches, pharmacists, behavioral health specialists, and dietitians, available to support the specific health needs of the State's employees, whether they are healthy, at risk, or have chronic health conditions. We leverage advanced analytics to interpret retrospective and prospective data, such as social determinants of health and consumer or lifestyle preferences. These insights enable us to more effectively predict and provide earlier intervention.
- Multimodal access to our advocacy solution through **Sydney Preferred**,* our enhanced mobile technology solution. Our digital tools unite all of the State's programs and other vendor offerings into a fully integrated benefit hub — to provide a single resource location while also delivering a platform that allows for future growth and customization of the State's Invest in Your Health program.
- Additional solutions providing white-glove support for individuals experiencing more severe health events. Our recently developed **Concierge Cancer Care program** advocates on behalf of individuals diagnosed with cancer throughout their healthcare journey. It provides personalized consultation, round-the-clock clinical expertise, virtual exams, and a VIP service for clinical trial support.

* Sydney Health and Sydney Care are service marks of CareMarket Inc., Sydney Care is offered through an arrangement with CareMarket, Inc. ©2020-2021.



Unparalleled financial value

We recognize and support the State's strategy to develop a care delivery model that emphasizes improved outcomes, quality of care, and provider engagement at a lower cost. Anthem has a clear advantage in four distinct areas when it comes to helping the State realize its healthcare objectives:

- Anthem developed the **largest Accountable Care Organization (ACO) footprint in Indiana** to replace traditional fee-for-service reimbursement with value-based payment that supports care coordination, results-driven incentives, and accountability. These ACOs address the challenge of improving quality outcomes across the state without having to deliver a separate network strategy or offering within the State's benefit program.
- Only Anthem has the density and scale to **significantly influence how care is delivered** and shape network strategies that fit the evolving strategy of the State. Having the deepest relationships with providers across the entire state, we will strategically partner to deploy immediate solutions in 2022 and over a multiyear span based on the State's strategy and readiness.
- Due to our strong local presence, we are the only carrier to establish a robust **High-Performance Network (HPN)**. Our HealthSync solution is built on reduced contractual arrangements and providers meeting high-quality benchmarks. It offers the State a homogeneous solution that stretches across all geographies within Indiana. It also allows the State to easily implement a solution with little involvement from the State's benefit team.
- We have proposed innovative solutions for the State that further promote primary care doctor relationships. These include click-to-chat functionality and access to in-home primary care physician (PCP) care options. By enhancing the connection with a PCP, we can more effectively gain insights on the health status of the State's population to better engage it through our enhanced **Total Health, Total You** advocacy solution.





Commitment to community

We are proud of the positive impact our associates bring to people's lives, as well as the **more than \$400M** we contributed last year to support the local economy. In addition, Anthem's 5,000 Indiana-based associates donated **10,220 volunteer hours** and **\$1.2M to local nonprofits** in 2020. **The State's population benefits from the efforts we make to boost the communities where we live and work.**

Anthem is the partner that shares the same culture and sense of urgency to improve the total health and well-being of Hoosiers. To further support this, **Anthem's Foundation has contributed \$10M** through grants, community sponsorships, and other investments, including:

- Funding **522 nonprofits** across the state
- Distributing **391,000 pounds of food** to struggling Indiana families during Hunger Action Month in September
- Giving **\$289,000 in grants** to workforce development programs addressing the economic effects of COVID-19

- Pledging **\$50M to aid COVID-19 response and recovery efforts** throughout the country's hardest-hit communities, also benefitting Indiana companies

Separately, Anthem, Inc. **committed \$50M over five years** to address long-standing health inequalities, with a focus on food insecurity, mental health, and racial and social justice. As part of this multiyear endeavor, Anthem partnered with four WNBA basketball teams, including the **Indiana Fever**, to inspire leadership on these issues. For example, the Athlete to Advocate program, developed by the Indiana University Lilly Family School of Philanthropy, helps train professional athletes to be advocates for change.



On the cutting edge of healthcare

This proposal is rooted in community and caring. **Our success relies on innovation.** The increasing demands the healthcare system places on employers and payors drives the need to relentlessly evolve and innovate. Our leaders understand the equal importance of ideas, people, and partnerships in driving progress. Below, we have outlined recent examples of how Anthem is changing the future of healthcare within the state of Indiana:

- Anthem made a **\$1B investment in digital technology** and top talent from the technology sector to drive advances in healthcare delivery, quality, and engagement. We envision the State being a vital partner in how we deploy these advancements to our communities.
 - We also **announced a strategic partnership with Sharecare**, a digital health company that further simplifies the health journey, targets health disparities, and integrates community resources across Indiana.
 - Locally, we launched a **Digital Incubator** to accelerate the implementation of digital-first processes and create new ways to track individuals' health. Once developed, mobile tools will help simplify decision-making and empower individuals to make smarter choices that are critical to the ongoing evolution of the State's benefit strategy.
 - The **Anthem Innovation Experience Center**, opened in our Indianapolis office, is an interactive journey that sparks authentic conversations about how our data and technology can improve the lives and communities of the people we serve.
- These examples are just the beginning of a digital transformation to **simplify, personalize, and enhance** the healthcare experience for individuals, providers, and partners.





As your **trusted hometown partner**, our outlook will always be long-term, strategic, and personal. We continue to be committed to championing your goals, wisely managing your healthcare dollars, and pushing technological boundaries to provide the best solutions to the State's population. Most importantly, we will continue to connect your employees — the individuals and families with whom we live, work, and play — to the care and support they need.

It has been an honor to serve our hometown, and we look forward to delivering a personalized experience for every healthcare journey through community engagement and end-to-end advocacy.

Thank you for the opportunity to share why Anthem is still the best choice for Indiana.

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