

360° Health®

Presentation to Georgia HITT Advisory Board

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BlueCross BlueShield of Georgia 360° Health



360° HealthSM
A Revolution in Care.

Maximizing the value
of health care
benefits

Benefits

- Surrounds and engages members
- Integrates health care services
- Increases program participation
- Manages health care costs
- Improves member well-being

360° Health



Health Resources Access Health & Wellness Information

- Healthy Living, powered by *WebMD*
 - Child Health
 - Men's Health
 - Women's Health
 - Daily Health Tips
 - Mental Health
 - Alternative Medicine
- Women's Health e-Newsletters
- Audio Health Library
- Online Preventive Guidelines
- *Today's Health* member newsletter



Health Extras Tools and Health Discounts

- Worksite Wellness Seminars
- HealthyExtensions Discounts
- Healthy Living, powered by *WebMD*
 - Health Risk Assessment
 - LEAP Fitness Program
 - Condition Centers
 - Physician Pre-Visit Questionnaire
 - Smoking Cessation
 - Treatment Cost Estimator
- The Last Cigarette Smoking Cessation Program
- Staying Healthy Reminders
- Breast Cancer Care Program
- Member Access



Health Guidance Get Help When You Are In Need of Care

- BlueChoice On-Call, 24/7 Nurse Line
- Baby Connection
- Medical Claims & Appeals
- Telemedicine Program
- NextRx
- Precision Rx
- Predictive Modeling
- My Health Advisor™
- Blue DistinctionsSM
- Personal Health Record



Health Management Health Management and Coordination

- Health Care Management
 - Utilization Management
 - Utilization Review
 - Case Management
 - Condition Management
 - Asthma
 - Diabetes
 - Coronary Artery Disease
 - Heart Failure
 - Chronic Obstructive Pulmonary Disease
 - Transplant Program
- To Come**
- Advanced Care Management

360° Health[®]

E-Health Highlights



360° Health Extras

Member Access

Secure website provides personalized access to online health benefit information.

- Check healthcare coverage and benefits
- View updated status of claims
- Order ID cards
- Search for physicians and hospitals
- Access WebMD and Subimo health and wellness tools

The screenshot displays the MemberAccess website for a user named ROBERT MCCORMACK MD. The interface includes a top navigation bar with links for My Profile, Contact Us, Help, and Log out. Below this is a secondary navigation bar with tabs for Overview, My Plans, My Claims, Provider Finder, Prescriptions, and 360° Health. The main content area is divided into several sections: Resources (with links for Compare, Hospitals, Health Plans, and Drugs), Health Information (with links for Condition Centers, Drug Interactions, Health Topics A-Z, Glossary Of Health Terms, and Preventive Health Guidelines), Newsletters (with a Sign Up button and a description of the latest news), and Tools (with a link for Change Health Claims Preferences). On the right side, there are promotional banners for WebMD Symptom Checker, WebMD Personal Health Manager, WebMD Health Assessment, WebMD MyHealth Record, and subimo Healthcare Advisor (TM). The subimo banner includes text in Spanish: 'Tome mejores decisiones acerca de su salud utilizando nuestras herramientas de búsqueda y comparación de hospitales.'

The Subimo Healthcare Advisor allows members to search for hospitals based on publicly reported quality measures

360° Health Guidance

Personal Health Record

- ⊙ Member controlled
- ⊙ Organizes medical information such as doctor visits, lab test results, and prescriptions—in one comprehensive source
- ⊙ Automatically populated by BCBSGa with information derived from claims (Q4 2006)
- ⊙ Information supplied by the member can be added



The Personal Health Record will integrate claims data in Q4 2006

360° Health Guidance

Personal Health Record

- ⊙ Converts technical terminology into easily understood language
- ⊙ Safe, secure and private
- ⊙ Can print health record summary to share
- ⊙ Member can share with their personal physician electronically in 2007
- ⊙ Access to up to date health information
- ⊙ Access to customized health management tools



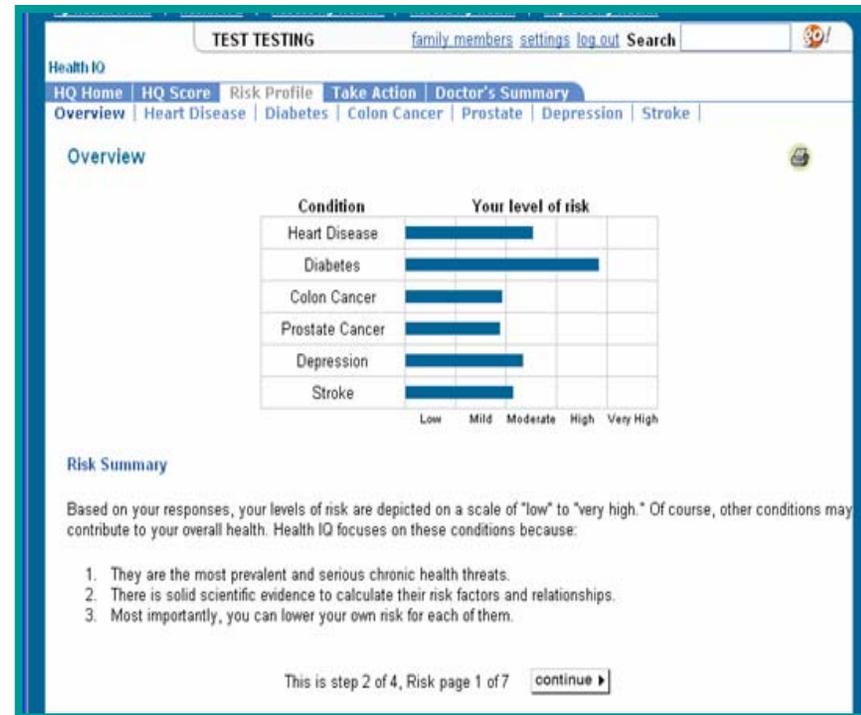
The Personal Health Record will be able to be shared with network providers in 2007

360° Health Extras

Healthy Living

Healthy Living offers a personalized resource center with interactive tools for assessing, managing and improving member health.

- Health Risk Assessment
- LEAP Fitness Program
- Nutrition Center
- Ready Set Stop!® Smoking Cessation Program
- Condition Center
- Physician Pre-Visit Questionnaire



360° Health Guidance

Telemedicine Program

Bringing specialty health care to people in rural areas across Georgia, Telemedicine provides members and their family practitioners with access to live, real-time consultations with specialists.

Benefits of video encounters through computer and diagnostic equipment include:

- ◉ Equalizing access to quality care
- ◉ Shorter travel time and costs for members
- ◉ Stronger patient-provider relationships
- ◉ Knowledge sharing between primary providers and specialists



Partnering with the DOI and the Georgia Rural Health Care initiative in the provision of 48 Telemedicine sites including 44 specialties throughout Georgia