

Building Healthy Families

Comprehensive care • Family planning • Parent education



Building Healthy Families

A personalized journey to parenthood

Building Healthy Families (BHF) is an end-to-end digital solution that goes beyond traditional maternity support to offer helpful resources from preconception through early parenthood.

BHF includes tools and trackers, high touch member interactions, and access to a digital library of resources. Experiences are personalized for each member and designed to connect them to useful resources to navigate every stage of their unique journey.

Starting in 2023, Building Healthy Families will replace the Future Moms maternity program. The expanded digital member experience is easily accessible using SydneySM Health and Anthem.com.



Expanded, enhanced, and modern support for families



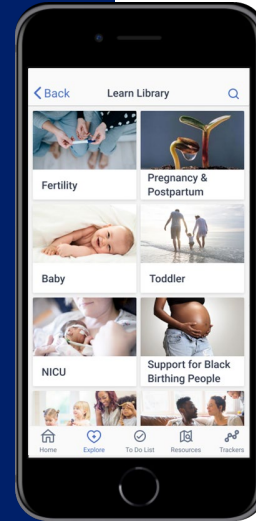
Future Moms

- Maternity specific
- Telephonic only
- Case managers
- Clinical concentration on high-risk



Building Healthy Families

- Prenatal to early family care
- Family Care Coaches and nurse case managers
- A personalized digital library with comprehensive and extensive resources
- Increased member interactions
- Telephonic, mobile, and online



The ultimate goals are to:

- Reduce gaps in care
- Improve maternal and newborn health outcomes
- Lower costs



A new approach for every moment of pregnancy and beyond

Engaging more with members

- Meaningful resources from pre-pregnancy planning to new baby education, and family care
- Including personalized support for LGBTQAI+ needs, black maternal health and social drivers of health
- Expanded support for underserved populations

Stronger connections

- Digital resources offer 24/7 support with routine tracking tools
- Pregnant members have access to personal support through chat, email, and phone
- Learning and understanding where the pregnant member is in their journey and connecting them to relevant support

Fewer gaps in care

- Ongoing monitoring to proactively identify and address at-risk pregnancies and trigger intervention as needed
- A personalized path, with app notifications, behavioral health screenings before and after delivery, health-risk monitoring, and case escalation

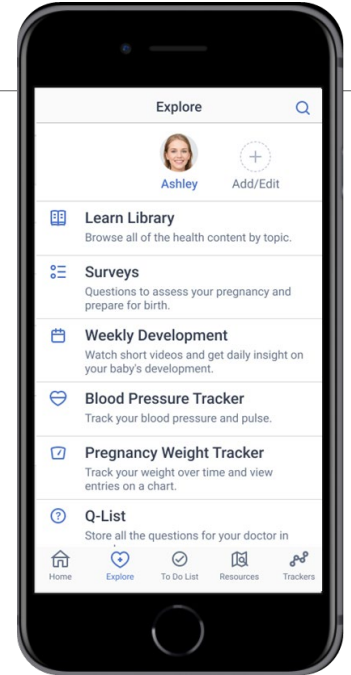
More robust whole person care

- Anthem nurses are equipped to identify and connect members to supporting benefits
- Complete view of member whole health connected virtually across clinical management



Building Healthy Families Digital Features

- Ovulation/Fertility Tracker
- Fertility content and education
- Meditation and mindfulness tools
- Key word search feature
- Profiles can be added for each child
- Push Notifications based on user preference
- To Do List
- Due Date calculator
- Monitor baby
 - Movement Tracker
 - Growth Tracker
 - Feeding Tracker
 - Diaper Tracker
 - Vaccination Tracker
- Monitor mom's health-risks
 - Blood Pressure Tracker
 - Weight Tracker



A connected care experience through high touch patient support

By leveraging the digital experience and high-touch patient support, Building Healthy Families provides a personalized approach to care with digital tools, educational resources, care plans, messaging, and trackers.

31% lower neonatal intensive care unit
10% lower C-section rates
6% lower preterm births
95% member satisfaction



Pregnant members receive personalized solutions from online Family Care Coaches and nurse case managers that include chat and email



Through our **investments in technology**, patients have access to “next best actions” for pre-conception and maternity care to proactively manage care



Advanced analytics and reporting strengthen the connection to care options



Improving Health Outcomes:

Building Healthy Families offers **personalized, digital and telephonic support** to not only pregnant members, but members in any part of their family building journey (pre-conception to raising young children). This convenient hub offers interactive trackers, 24/7 access, personalized content and risk stratification so that **members get the support they need, when they need it**. Pregnant members get extra support from live Family Care Coaches.

Member journey

Meet Mary: Mary is 35 and she became pregnant through IVF. Mary and her wife, Irene are expecting their first child. Her pregnancy began smoothly, but she was diagnosed with gestational diabetes in her third trimester. The extra support of the Family Care Coaches, along with Anthem nurses ensured a full-term pregnancy and healthy newborn son.



1: Enroll

Shortly after Mary has her first OB appt confirming her pregnancy, she receives **an email** from her health plan. Mary **is reminded about BHF**. She logs into the Sydney app, answers a few short questions about her pregnancy and **enrolls in the program**.



2: Participate

Mary enjoys logging in each day to the BHF app to see **personalized content** on her pregnancy and baby's development. She **chats with a Family Care Coach** to learn more about her upcoming appointments and testing. She begins to track her weight to make sure she's on track and creates a to-do list to prep for delivery.



3: Extra Support

After her 28-week appointment, Mary is **diagnosed with Gestational Diabetes**. She is concerned and does not know what to expect. Her claim is sent to the nurse team, and she **receives a call from a nurse** who helps guide her to effectively manage her condition.

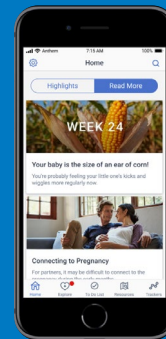


4: Success

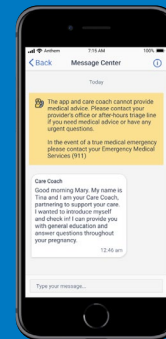
Mary and Irene **give birth to baby Luke after 39 weeks!** They are all exhausted, but the virtual **lactation support** she receives and the personalized content in her Learn Library helps make life with a newborn a little easier. Mary feels more confident returning to work after her maternity leave.

In-App Experience

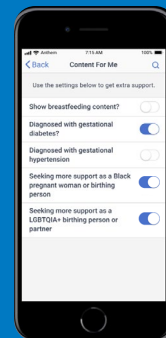
New daily content



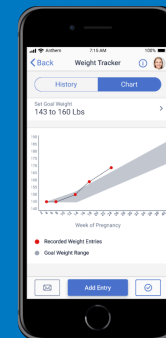
In-app comms with Family Care Coaches



Custom content based on needs



In-app trackers to monitor health



Future Moms (FM) and Building Healthy Families (BHF) Product Comparison

Feature Category	Product Feature	FM	BHF
Member Marketing/Awareness	Member Flyers	✓	✓
Targeted Outreach for Enrollment (*Member communications will follow guidance from Anthem Privacy department)	Email to Pregnant Members		✓
	Direct Mail to Pregnant Members (ProID)	✓	✓
	Social Media (Digital & Social)*		✓
	Email to Members with Kids (ages 0-5)		✓
	Outbound Marketing Calls (limited to 20 legacy customers – has not been available since 2020)	✓	
	Member Experience	Enhance presence on Sydney and Anthem.com	
Post-Enrollment Member Marketing	Email		✓
	Direct Mail	✓	✓
Program Accesses	Telephonic Registration	✓	✓
	Easy Online Click-to-Engage		✓
Reporting Available Upon Request	Utilization and incentives reporting	✓	✓
Member Satisfaction	Measuring member experience		✓

Feature Category	Product Feature	FM	BHF
Program Features	Unlimited 24/7 access to the program online tools and resources		✓
	Risk Stratification	✓	✓
	Unlimited access to Family Care Coach (7am-10pm EST weekdays)		✓
	Pre-conception		✓
	Maternity Care Support	✓	✓
	High-Risk Maternity Case Management	✓	✓
	Lactation Support via LHO	✓	✓
	Ongoing Post-partum support for baby and parents		✓
	Text appointment notifications to keep high-risk members engaged		✓
	Online health status tracking and real-time interventions		✓
	Virtual support for comorbid chronic physical and behavioral health conditions		✓
	Diversity and Inclusion - personal support for underserved populations		✓