



Anthem's Commitment to the Uninsured

Private Health Insurance Market

Anthem's commitment to the uninsured is driven by our research-based findings that the uninsured *want* coverage, they just need products that meet their needs and fit within their budget. Anthem is a leader in designing products that are especially tailored to be attractive to the uninsured. Examples of these products in Colorado include Tonik and SmartSense for individuals and BeneFits and EmployeeElect for small employers.

In fact, through these innovative products, Anthem signed up over 1,200 businesses that did not previously offer coverage and enrolled over 15,000 previously uninsured Coloradans in 2007.

How Much You Could Save
 Sure, paying for health insurance is a pain. But not having it can hurt a lot more. See how much not being covered could cost you.

And remember, if you're covered and stay in our network, the most you'll pay is \$1,500, \$3,000 or \$5,000, depending on your plan plus your monthly payment.

You have to spend a day in the hospital.
 Average day in hospital
\$6,797

You need to be flown to the hospital.
 Air ambulance
\$8,928

TONIK

- **Tonik** is a product to address the needs of the largest growing share of the uninsured: 19-34 year-olds. Often described as “young invincibles,” almost 40% of the uninsured now fall in this age segment. Based on our market research, we found that the uninsured in this age segment understand the risks associated with not having coverage (with a day in the hospital costing on average \$6,800) and want coverage to protect themselves from those risks. However, we found that they often do not purchase coverage because (1) they perceive it to be too expensive, (2) they find it to be too complicated, (3) they want some services covered

outside the deductible, and (4) they want instant gratification, not a delayed application process. Our answer is Tonik, which, for as low as \$83/month, provides comprehensive coverage that includes a dental and vision benefit, at least 4 doctor visits outside the deductible, and the instant gratification associated with a streamlined online application process and the ability to print out your card.

- Even though this is a relatively new product, it is already having a measurable impact on Colorado's uninsured, with approximately 70% of enrollees having been previously uninsured. Through our innovative products in the individual market, Anthem covered almost 10,000 previously-uninsured Coloradans in 2007.
- **SmartSense** is Anthem's new price-conscious, choice-driven health insurance plan targeted to "early" retirees, students and the uninsured. While most individual plans on the market today offer limited choices. SmartSense can be tailored to fit individual needs – and it is priced lower than any of Anthem's other products, with premiums ranging from as little as \$33 to \$178 per month for a healthy 25-year old male.
- **BeneFits** and **EmployeeElect** are product portfolios targeted to small businesses in Colorado that do not currently offer coverage. In Colorado, fewer than half of employers with fewer than 50 employees offer coverage, which is especially unfortunate given the fact that the working uninsured would be eligible to purchase coverage with pre-tax dollars, a mechanism that provides substantial premium savings. Our market research found that many of these small employers want to offer coverage but think it is too expensive and too difficult to meet the varying needs of each employee. BeneFits and EmployeeElect allow employers and employees to select amongst several low-priced comprehensive plan designs that fit their needs and their budgets. When an employer chooses either of these product suites for its health coverage, each employee can select a different plan that meets his or her needs.
 - Even though these are relatively new products, they are already having a measurable impact on Colorado's uninsured, with approximately half of the businesses selecting these products not previously offering coverage. In 2007, we enrolled over 1,200 small businesses in Colorado that did not previously offer coverage to their employees.

Participation in State Programs

Anthem also has a strong history of partnering with states to provide coverage to low-income individuals:

- Child Health Plan Plus is Colorado's SCHIP program offering low-cost health insurance for uninsured children who do not qualify for Medicaid. Anthem provided free administrative services for this program from 1998 – 2003.
- Anthem partners with 12 states to provide coverage to low-income beneficiaries in state programs. Not only does Anthem provide low-cost health insurance for these vulnerable populations, but we are one of the only health insurers that provides community-based resources for these populations through community resource centers, fully staffed store-front offices which provide a local presence and allow for walk-in services to members, providers, and community agencies. In some these states, Anthem also owns and operates enrollment

vans to assist in conducting outreach and to provide information regarding public programs with certified application assistants that can complete health coverage applications.

- Anthem supports CoverColorado, Colorado's insurance program for those who cannot obtain coverage in the individual market, through the donation of premium tax credits as allowed by law.

Foundation Giving

Anthem is proud to have two affiliated giving entities, the Anthem Blue Cross and Blue Shield Foundation and the WellPoint Foundation. In 2008, these foundations provided over \$20 million to support programs and organizations that are making fundamental improvements in America's health care system and the overall health of the communities in which we serve across the nation.

In Colorado, over \$800,000 in grants and donations have been made in 2008 to nonprofit organizations that have targeted Anthem State Health Index measures including reducing the number of uninsured, prenatal care, low birthweight babies, exercise and nutrition, heart health, diabetes, smoking cessation, and other key health issues including mental health, AIDS and Alzheimer's. Among others, grants have been made to:

Parent Pathways: \$150,000 to address low birthweight babies and prenatal care needs in high risk populations.

Fit4Colorado: \$350,000 to support this public education campaign to increase exercise and improve nutrition across Colorado.

American Lung Association, Colorado Chapter: \$30,000 to support this organization's largest fundraiser, "Run the Republic."

Colorado Coalition for the Medically Underserved: \$45,000 to support the Coalition's KidsBlitz, an outreach initiative to enroll thousands of eligible, but un-enrolled children into the state's CHP+ program.