What Blue Cross and Blue Shield of Texas & TAC Are Doing for Your County Employees

Increasing Engagement and Lowering Costs
Agenda

• **NEW!** Women’s and Family Health – presented by BCBSTX
• **REMINDER!** MDLive – presented by BCBSTX
• **REMINDER!** Blue Access for Members and Well on Target Overview – presented by BCBSTX
• **NEW!** Livongo – presented by Chris Cole
• **NEW!** Omada – presented by Kelsey McNamara
### Women’s and Family Health

An innovative approach for the journey into parenthood, from pre-pregnancy through delivery and ongoing parenting support.

- Features education, coaching and maternity management solutions
- Can result in improved clinical outcomes and cost savings*
- Aims to help parents returning to work, transition successfully

**Now Available!**
National Statistics:
11% of babies are born preterm

Premature births cost more than $26 BILLION each year

TAC Statistics:
38 babies were born preterm last year, costing $1.5 million to treat

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Ovia Health™ Suite of Apps

FERTILITY, PREGNANCY AND PARENTING

• Modern. Flexible. Integrated.

• Ovia Health™ Apps

• High-Risk Management

• Well onTarget® Programs
Virtual Visits
An Efficient and Cost-Effective Care Solution
Why Virtual Visits?

Simple, non-emergency medical and behavioral health conditions can be addressed via telephone, online video or mobile app.

Digital prescriptions can be sent to the member’s pharmacy of choice.

You and your employees save.
FOUR OUT OF FIVE smartphone users would like to interact with a health care provider via mobile phone.

“The biggest success factor for increasing member utilization is visible employer support.”

The Time for Virtual Visits Is Now

A virtual visit is, on average:
- $80 less than an in-person PCP visit
- $100 less than an urgent care visit
- $800 less than an emergency room visit

Average wait time to schedule a new-patient visit in a large city: 24 days
Average wait time for a virtual visit: 20 minutes

One in four Americans experiences a mental health issue in a given year

TAC HEBP by the Numbers

1 - Between October 2019 – November 2019, TAC HEBP members went to the Emergency Room 225 times for non-emergency reasons.

2 - Those same members spent an average of $622 per visit.

3 - County employees pay $10 per visit to MDLive. Had these members gone to MDLive instead of the Emergency Room, they would have saved an average of $600 per visit.

4 - MDLive could have resulted in savings to the TAC HEBP plan an average of $1200+ per visit.
When to Use Virtual Visits

Non-Emergency Medical Conditions
- Allergies
- Cold and flu
- Earache
- Fever
- Headache
- Insect bites
- Nausea
- Pinkeye
- Sore throat
- And more …

Behavioral Health
- Depression and anxiety
- Marital problems
- Child behavior and learning issues
- Financial hardship
- Coping with loss and grief
- Stresses and challenges of everyday life

Pediatric Care
- Cold and flu
- Earache
- Nausea
How Virtual Visits Work

**BY TELEPHONE**
- Call MDLIVE customer service 24/7/365
- Speak with a care coordinator to confirm a virtual visit is appropriate and be directed to a list of eligible doctors to select from
- Automatically connect with an available doctor or schedule a future appointment

**BY ONLINE VIDEO**
- Visit MDLIVE’s website and log in with username and password
- Receive system assistance to confirm a virtual visit is appropriate, and view a list of doctors using specialty, language, gender, location or next available doctor criteria
- Automatically connect with an available doctor via online portal or schedule a future appointment

**BY MOBILE APP**
- Log in to mobile app with username and password
- Receive system assistance to confirm a virtual visit is appropriate, and view a list of doctors using specialty, language, gender, location or next available doctor criteria
- Automatically connect with an available doctor via smartphone or schedule a future appointment
Blue Access for Members

Your secure member portal
Online Tools and Resources

Blue Access for Members℠

- Provider Finder®
- Claim History and Health Snapshot
- Member Wellness Portal
- Health Assessment

ID Card Management
Mobile Preferences
Benefits and Claims
Cost Estimator
Member Care Profile
Blue Points™ Member Rewards
Special Beginnings®
Blue365® Discount Program
Blue Health Care School℠
Home Screen
Well on Target

Wellness for everyone, everywhere
Well on Target Portal

Portal Highlights

• Health Assessment
• Member dashboard
• Explore your wellbeing
• My Journey recommended activities
• Digital self-management programs
• Trackers and tools
• Interactive symptom checker
• Health and wellness content
• Secured messaging
• Blue Points rewards
• Personal wellness challenges
• Fitness and nutrition tracking and device integration
Wellness Coaching and Messaging

Work with a Coach to help you make positive lifestyle changes

- Send and receive messages from your Coach
- View your Coach’s profile
- Set and meet fitness and health goals

Talk to Your Coach

Our Coaches are here to help you reach your goals. We understand that it’s hard to make lasting changes on your own, but you don’t have to do it alone. With our Coaches on your side, you’ll be on your way to positive living before you know it.

SCROLL THROUGH AVAILABLE GOALS

- Improve Dietary Habits
- Manage Stress
Livongo for Diabetes and Hypertension

• Chris Cole
• Regional Vice President
Managing is Complex, Confusing, and Costly

TOO MUCH WORK
Medications, monitoring, diet, activity

LACK OF EDUCATION
Interpreting blood sugar readings, lab results, and understanding lifestyle impact on glucose

LIMITED ACCESS
Members only see their doctor a few times a year for a few minutes each

COST OF MEDICAL SUPPLIES
Test strips, insulin, oral medications
Livongo’s Offering Silences Noisy Healthcare

Connected Technology
- Cellular Blood Glucose Meter
- Unlimited Strips

Health Signals
- Real Time Insights
- Health Nudges™
- 5 Day Challenges
- Acute Interventions

Expert Coaches
- Highly Experienced and Credentialed
- Live 1-on-1 Coaching
- 24/7 Remote Monitoring
Cellular Meter

- Bright and accessible touchscreen
- Seamlessly stores readings in Livongo cloud
- Real-time feedback and analytics
- One click to share health report, contact a coach, order strips, and contact support
Unlimited Strips Remove Barriers to Checking

LOWER A1C LEVELS  Associated with increased frequency of checking

- Strips automatically shipped to members when supplies run low
- Meter and Mobile App allow one-click strip ordering by members as needed

1. Livongo member data on file, March 2019. Average checks per day are for days during which members are performing blood glucose checks.
Real-Time Analytics and Feedback for Blood Glucose Checks

- **Dynamic response** based on glucose level, food intake, timing, and how member is feeling
- **Helps members understand** what numbers mean
- **Provides guidance** on how to respond to high or low readings*

*Through lifestyle based coaching such as nutrition, activity, and BG checking follow ups only. Meter does not provide medication-related guidance.
Health Nudges™: Engagement Powered by Machine Learning

- **Positive reinforcement:** Encouragement and affirmation to increase engagement

- **Feature referrals:** Intelligently connect members with program features and benefits

- **Digital coaching:** based on patterns and trends
Small but Mighty 5-Day Challenges

- Nutrition
- Activity
- Motivation
- Sleep
- Stress

Short, structured engagement

Attainable goals

Long-term habit change
Focus on Lifestyle Changes Based on Impact Areas for Taking Care of the Whole Person

- Fill ½ of your plate with non-starchy vegetables at least once a day.
- Swap 1 sugary beverage with 1 glass of water a day.
- Practice deep breathing once a day.
- Add a 10-minute walk to your day.
- Get 7-9 hours of sleep.
Expert Coaches

- **Highly qualified:** certified diabetes educators, following AADE curriculum and ADA standards of medical practice

- **Personalized support:** glucose control, diet, activity, and lifestyle management

- **Unlimited access:** including live, over-the-phone coaching sessions

- **24/7 support:** Diabetes Response Specialists reach out for acute high or low glucose events
Diabetes Response Specialists

24/7
Remote monitoring for glucose readings out of normal range

99.96%
Response rate within 3 minutes

Follows physician provided recommendations to stabilize and help member return to target range

Source: Livongo Data on File as of April 2019
Livongo Delivers a Comprehensive Member Journey

Welcome Kit

Personalized Insights

Remote Monitoring and Coaching

Enrollment

Onboarding

Mobile App

Data Sharing with Family and Providers

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“I was in total shock and depressed a lot when I was diagnosed. I didn't know what to do.”

“I now start and end my day with the information I need to successfully approach my diabetes.”
Why We Need to Pay Attention to Hypertension

- 3.2x higher risk of stroke\(^1\)
- 3.5x higher risk of heart failure\(^1\)
- 2.1x higher risk of heart attack\(^1\)
- 3x higher risk of kidney disease\(^2\)

Over \(\frac{1}{3}\) of all physicians office visits are associated with hypertension\(^3\)

$131B annual cost of hypertension in the US\(^4\)
The Hassles of Managing Hypertension

Almost 50% of people with hypertension do NOT have their blood pressure at goal\(^1\)

**CHALLENGE #1**

**CHALLENGE #2**

American Heart Association Simple 7 are easier said than done

- Stop Smoking
- Get Active
- Control Your Cholesterol
- Manage Blood Pressure
- Eat Healthy
- Lose Weight
- Reduce Blood Sugar

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\(^1\) Hypertension Prevalence and Control Among Adults: United States, 2015–2016
The Hassles of Managing Hypertension

**CHALLENGE #3**
Monitoring blood pressure at doctor’s office is disruptive to daily life

**CHALLENGE #4**
Ongoing lifestyle changes are hard to keep up

**CHALLENGE #5**
Medication adherence problems are hard to identify and solve for
Our Solution is Simple

Lifestyle Management

Monitoring and Tracking

Understanding Condition

Medication adherence support
We Empower Self-Monitoring

Blood Pressure Monitoring Made Easier

- Take blood pressure reading
- Data automatically uploaded to Livongo’s backend
- Easy to access readings and interpret trends
- Drive to 5 campaign to build habit of consistent monitoring
We Make it Easy to Understand Blood Pressure

Blood Pressure Basics
- What is high blood pressure?
- Understanding your blood pressure readings
- Diabetes and high blood pressure: What’s the connection?
- What you can do to lower your blood pressure

Learn More
- What can your blood pressure readings tell you?
  - Your readings can help you identify times when your blood pressure is out of range. If your numbers are often high, changes to your lifestyle, like diet, exercise, or medication, may help. Talk to your doctor about what’s right for you.
- What’s in range?
  - The American Heart Association recommends keeping blood pressure under 130/80 mmHg to decrease the chance of heart disease and stroke.

We provide digital content and coaching support on:
- How to accurately take your blood pressure
- Blood pressure basics
- Understanding what your numbers mean
- How to track progress and reach your goals
REGISTRATION FOR MEMBER ENROLLMENT

Multiple Ways to Join
Online Registration:  join.livongo.com/HEALTHYCOUNTY/enter
Member support Call Center:  (800) 945-4355
Client Specific Registration Code:  HEALTHYCOUNTY

Information Gathered
Personal Information: Name, Address, Email, Password
Insurance information: Group & Member ID to validate eligibility
Health Profile: to better personalize the program
Bringing Personal Touch to Digital Care

Kelsey McNamara
Clinical Strategy Analyst

Healthy patterns for life
Agenda

1. Why Omada?
2. The Solution
3. The Participant Experience
4. The Results
Why Omada?
OMADA FOCUSES ON PREVENTING THE ONSET OF OBESITY-RELATED CHRONIC DISEASE

- OBESE or OVERWEIGHT+
- HIGH BLOOD SUGAR
- HIGH BLOOD FATS
- HIGH BLOOD PRESSURE

5%-10% WILL DEVELOP CHRONIC DISEASE EVERY YEAR

Healthy Weight or Overweight W/O Risk Factors

Type 2 Diabetes and/or Heart Disease
OUR MISSION

WE INSPIRE AND ENABLE PEOPLE EVERYWHERE TO LIVE FREE OF CHRONIC DISEASE.
The Solution

Changing behavior at scale
STANDARD OF CARE FOR OBESITY-RELATED CHRONIC DISEASE STARTS WITH BEHAVIOR CHANGE

CLINICAL INDICATIONS

Prediabetes¹ / Type 2 Diabetes
Hypertension¹
High Cholesterol¹
Obesity

STAKEHOLDER SUPPORT

American Diabetes Association
U.S. Preventive Services Task Force
American Heart Association
CDC
AAFP
AMA
NIH
National Heart, Lung, and Blood Institute
Obesity Society
American College of Cardiology

Blueprint for SUCCESS

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Omada empowers to achieve their health goals through sustainable lifestyle changes.
Our Key Behavior Change Ingredients

- Autonomy & Intrinsic Motivation
- Skill Building
- Social Support
- Addressing Barriers
- Promoting Coping
The Participant Experience
THE OMADA JOURNEY: KICKOFF

AWARENESS
Targeted Outreach & Enrollment
• Immediately personalized experience

"It was a blessing when I opened the email about Omada. I was very stressed about a health issue and this information came as an answer to my prayer. I love this program!"

Michelle, 53
WHO IS ELIGIBLE?

In order to be eligible, adults (18+) must qualify under the following criteria:

- **OBESE**
  - BMI ≥30

- **OVERWEIGHT* WITH ONE OR MORE RISK FACTOR(S):**
  - PREDIABETES
  - HYPERTENSION
  - DYSLIPIDEMIA
  - TOBACCO USE

*overweight: BMI ≥25, or ≥23 if of Asian descent
THE OMADA JOURNEY: TOOLS & TECH

AWARENESS
Targeted Outreach & Enrollment

ENGAGEMENT & CONNECTION
Smart Tools & Technology
- Cellular connected scale
- Food and activity tracking
- Coordinate care with actionable insights
THE OMADA JOURNEY: PEER GROUPS

**AWARENESS**

Targeted Outreach & Enrollment

**ENGAGEMENT & CONNECTION**

Smart Tools & Technology

**ENCOURAGEMENT & ACCOUNTABILITY**

Online Peer Groups

- Real-time encouragement, empathy, and accountability
- Deepen engagement with interest groups

On the mobile app, a group dashboard is shown with options for family-friendly dinner recipes, office birthday cake temptation, and feelings after week 4, each with responses.
THE OMADA JOURNEY: LESSONS

AWARENESS
Targeted Outreach & Enrollment

ENGAGEMENT & CONNECTION
Smart Tools & Technology

ENCOURAGEMENT & ACCOUNTABILITY
Online Peer Groups

EDUCATION THAT EMPOWERS
Interactive Lessons
• Core insights around food, activity, sleep, and stress
• Tailored curriculum to tackle condition-specific challenges

Lesson Reminder
Every step you take counts! Lesson 5 will motivate you to get moving.
THE OMADA JOURNEY: HEALTH COACH

- **AWARENESS**
  - Targeted Outreach & Enrollment

- **ENGAGEMENT & CONNECTION**
  - Smart Tools & Technology

- **ENCOURAGEMENT & ACCOUNTABILITY**
  - Online Peer Groups

- **EDUCATION THAT EMPOWERS**
  - Interactive Lessons

- **GUIDANCE & SUPPORT**
  - Professional Health Coach
    - Data empowers coaches to amplify their impact
    - Compassionate, highly trained problem-solving approach
    - Drive adoption with benefit referrals
1 BILLION DATA POINTS FUEL PERSONALIZATION

- Meal Tracking
- Progress Page Visit
- Weight Measurement
- Stepped on Scale
- Coach Messaging

Blueprint for SUCCESS
The Results

Lasting clinical outcomes
VALIDATED OUTCOMES

Published results that are industry-leading and lasting
14 peer-reviewed publications to date
Improvements in T2D and cardiovascular risk factors
Cost savings: case study showing $1,169 in annual gross savings

AVG WEIGHT LOSS 1

YR 1 YR 2

0% - 4.7% - 4.2%

-1% - 4%

-2% - 5%

-3% - 3%

-4% - 2%

-5% - 1%

AVG HBA1C 1

YR 1 YR 2

6.5% DIABETES >6.4%

6% PREDIABETES 5.7-6.4%

5.5% NORMAL <5.7%

• Sepah SC, Jiang L, Peters AL. Long-Term Outcomes of a Web-Based Diabetes Prevention Program: 2-Year Results of a Single-Arm Longitudinal Study. JMIR. 2015;17(4). Weight loss results are from study participants only. Actual results may vary based on age, gender and other individual and demographic factors. Participants enrolled in the Omada Program between January 2016 and March 2017 who completed 9+ lessons lost on average around 4% of their body weight and more than a third lost over 5% after one year in the program.
Participants engage in Omada 31+ times a week

**Average points of engagement/week**

- Log-ins: 15.6
- Weigh-ins: 5.1
- Food/Activity Tracking: 7.9
- Discussion Posts: 0.6
- Lessons Completed: 0.8
- Private Messages from Coach: 0.8

Average engagement points per week is calculated using the participants who complete at least 4 lessons and measures their engagement during the first 16 weeks of the Omada program.
“All changes made have not only helped me physically, but mentally. I am less anxious, I am proud, I am motivated and I am more engaged in my role at work.”

Lisa, Omada participant

“Usually I throw in the towel and go back to my old ways. But, there was my coach. Telling me it was okay, I've got this. And my community - supportive as ever. I realized, this program teaches me how to deal with setbacks. I felt really empowered!”

Andrea, Omada participant
Thank you!