

# ComplexCare



## Outreach, education, and support for those most at risk.

Managing health care costs begins with helping those who need it the most. **ComplexCare** reaches out to members with multiple health care issues who are at risk for frequent and high levels of medical care. We offer support and assistance in managing their health care needs.

Members enrolled in this program may have significant orthopedic, cardiology, neurological, or oncology-related medical issues.

**ComplexCare** is staffed by nurse coaches trained in helping high-risk individuals. The nurse coach will work with the member and coordinate with their treating physician to create an individualized nursing care plan. The nursing care plan creates personalized goals for the member to promote self-management of their condition.

The program member will have their own nurse coach who will offer:

- *Personalized attention, goal planning, health and lifestyle coaching*
- *Strategies to promote self-management skills and medication adherence*
- *Resources to answer health-related questions for specific treatments*
- *Access to other essential medical management programs*
- *Depression screening with referral to our Behavioral Health services as needed*
- *Coordination of care between multiple providers and services*

This program helps promote healthier, more productive employees while decreasing costs for employers. And, for every dollar spent, the program returns \$1.98 in medical savings. Additionally, ComplexCare has been shown to lower utilization of emergency rooms (-5%) and inpatient admissions (-11%)\*.

\*Results gained from the study of a large Anthem client representing 1.4 million members (Anthem Health & Wellness Solutions 2010). Client-specific results may vary.



**ComplexCare** identifies members using our predictive modeling techniques from available claims information. Members are also found through health risk assessment data, utilization management reports and referrals from a physician or one of our other programs, such as the 24/7 NurseLine.

Members report very positive experiences with ComplexCare:

- *83% of ComplexCare members rate the program as either "very good" or "excellent."*
- *95% of ComplexCare members report they had an excellent experience speaking with a nurse coach.*
- *65% of ComplexCare members say they have improved their health or reached a health goal by participating in the program.*

Source Information: Anthem Health and Wellness Solutions; 1Q '09 Member Satisfaction Study for ComplexCare.

## ComplexCare

# Support when you need it the most

Coping with a health condition that requires frequent medical care can be stressful. Dealing with several complex health issues at once can be overwhelming. At times, it may seem like the odds are stacked against you.

But the experienced nurses who staff our **ComplexCare** program can help you get back on your feet. Working closely with you, your family members and your doctors, our nurses develop an individual plan designed to improve your health and the quality of your life.

If you are eligible to receive the benefits of the ComplexCare program, a nurse may contact you.

Members in the program will receive:

- Personal attention to help you set — and achieve — healthy lifestyle goals.
- Answers to questions about specific treatments.
- Innovative ideas to help you care for yourself and stick with your doctor's advice.
- Referrals to other 360° Health® programs that may benefit you.
- Assistance with coordination of care between your doctors and other professionals who provide the health care services you need.
- Information to help you make smart decisions about your health.



Every one of our nurses is backed by a team of medical specialists in areas such as pharmacy and nutrition. So you can be sure they have access to the most up-to-date information about your treatment options.

To learn more, log in to [anthem.com/ca](http://anthem.com/ca) today. Not registered? Sign up now for access to personalized service and resources. It's fast, easy – and secure.



Administered by Health Management Corporation, an independent company.

Anthem Blue Cross is the trade name of Blue Cross of California. Anthem Blue Cross and Anthem Blue Cross Life and Health Insurance Company are independent licensees of the Blue Cross Association. ®ANTHEM and 360° Health are registered trademarks of Anthem Insurance Companies, Inc. The Blue Cross name and symbol are registered service marks of the Blue Cross Association.

MCASH3152C 5/09 1005231