Anthem

Helping employees find support for their mental health

A quick view of Anthem 's behavioral health programs



An employee's mental health deserves the same care as their physical health. Connecting them with behavioral health resources is an important way to support their overall well-being so they can lead healthier, more-productive lives. Through an integrated, whole-health approach, our case management teams apply data and clinical insights to ensure that people are connected with the right care when they need it most.

Offering three tiers

1

Behavioral Health Case Management

Behavioral Health Case Management (BHCM) is our foundational offering for improved behavioral and physical health for employees.

Key features

- Whole-person care that includes support for depression, anxiety, eating disorders, co-occurring medical issues, child and adolescent needs, and substance use
- Connections to the right behavioral health and community resources
- Member education and phone support
- Stronger coordination among care providers to help improve outcomes

This essential program comes standard with all our clinical packages.

2

Behavioral Health Advantage[1]

Behavioral Health Advantage (BHA) builds upon our core BHCM offering, with additional features to help improve whole-health outcomes for employees and increase savings for employers.

Key features

- Holistic care connections using predictive algorithms for at-risk individuals
- 24/7 Behavioral Health Resource Center for tailored member guidance and care provider matching
- Digital tools for both members and employers, with mental health support and enhanced reporting, including the Knowledge Hub website and the **Sydney℠ Health** app
- Proactive member engagement focused on intervention, population risk management and coordination of care, and preventive outreach for suicide and substance use disorders

BHA is available to groups with a minimum of 100 subscribers (Wellbeing Solutions packages, administrative services only (ASO) Core and Complete).

3

Behavioral Health Premium[2]

Behavioral Health Premium (BHP) is our flagship offering, including all the features of the prior tiers while offering even more tools to enhance access to specialized care, deepen clinical integration, and increase high-touch engagement. BHP is a comprehensive program for your employees' physical and mental well-being, providing dedicated and compassionate support tailored to individual needs.

Key features

- Coordinated care with deep clinical integration between behavioral and medical teams, including referral programs and joint provider training for continuity
- Customized employer options, such as branding, vendor integration, and adjustable member engagement strategies
- Performance accountability through guarantees and enhanced reporting to help ensure quality of care and member engagement
- Robust staffing model with increased staffing ratios, smaller caseloads, and more member touch point

BHP is available as a buy-up to ASO groups with more than 12,500 subscribers. This option is automatically included when clients purchase the Total Health Connections or Mercer Health Advantage clinical advocacy models.

Behavioral health benefits at a glance

We verify the member's benefits, membership status, and medical necessity of the requested service. Our team then collaborates with the provider throughout the entire treatment to coordinate quality care and ensure discharge planning occurs from day one and continues throughout the stay.

Capability	Description	BHCM	BHA	BHP
Utilization management (UM)	Provides management at all levels of service, including: • Confirming membership, coverage for the benefit, and medical necessity. • Collaborating with the care provider to ensure quality of care, coordination of care, and discharge planning from the first day of treatment to the end.	✓	✓	✓
Case management (CM)	These services are an integrated part of the health plan and include outreach to engage members, assess needs, coordinate care, and assist with receiving care. Services are provided based on the individual's level of need, including risk, comorbid conditions, and specialty populations.	✓	✓	✓
Child and adolescent outreach specialization	These services assist families affected by the behavioral health hospitalization of a child or adolescent. Outreach to the family or guardian begins within 48 hours of hospitalization and continues on discharge.	✓	✓	✓
Eating disorder specialization	UM and CM services focus on providing the highest level of expertise in the management of complex disorders.	✓	✓	✓
Eating disorder outpatient program	This program provides outreach to individuals diagnosed with anorexia while they are in outpatient treatment to help prevent negative health outcomes, address barriers to treatment, avoid escalation of symptoms that would lead to a higher level of care, and promote optimal functioning.	Fully insured (FI) only	✓	✓
Autism Spectrum Disorder Program	This program includes both applied behavioral analysis and UM to ensure the most efficient care is given. CM services work with families to educate them, help care providers, and offer resources for individuals with autism.	✓	✓	✓
Follow-up after hospitalization program[3]	This program provides outreach to those hospitalized for a mental health issue to ensure they have a follow-up appointment with a behavioral health provider within seven days of discharge.	✓	✓	✓
Virtual appointments	Through our virtual care provider network, individuals can get appointments for video counseling with licensed therapists and psychologists in seven days or less.[4,5]	✓	✓	✓
Post-discharge management readmission predictive modeling	This is part of the continuum-of-care interventions that focus on behaviors to help prevent return visits. It focuses on those at highest risk for rapid readmission (within 30 days of discharge) by promptly engaging them to close gaps in care, improve the quality of care, and allow for real-time oversight.	✓	✓	
Ambulatory follow-up	This is part of the continuum-of-care interventions that focus on behaviors to help prevent return visits. Individuals with a primary mental health inpatient treatment episode receive a follow-up within seven days of discharge. This process uses predictive models to help identify those who could return with 30 days of discharge to prevent readmission.			✓

Behavioral health benefits at a glance (continued)

Capability	Description	BHCM	BHA	BHP
Emotional Well-being Resources (digital CBT)	Based on a cognitive behavioral therapy (CBT) approach, these digital/mobile tools and resources deliver emotional well-being support, addressing key areas such as depression, anxiety, stress, sleep disorders, substance/opioid use, chronic pain, and other issues related to emotional well-being.	National Accounts, Large Group, and Small Group only Available to all ANA accounts as of 5/1/24	✓	✓
Client reporting	Reporting identifies utilization and CM trends that allow clients to adjust population dynamics. Information is available through the self-service Behavioral Health Insights tool. Reports are typically shared on a semiannual or annual basis, but can be requested at any time.	National Accounts and Large Group only	✓	✓
Suicide prevention and intervention	This CM program uses predictive, analytic-driven telephonic outreach to identify those at risk of a suicidal event within the next 12 months. The program focuses on safety planning, risk reduction, family support, and connection to community resources.	FI only	✓	✓
Population risk management and coordination of care	This program identifies individuals currently at low risk or low need who will likely be admitted as an inpatient or to the emergency room in the next 60 days. The purpose is to provide education, connect to resources, close care gaps, and address barriers to prevent hospitalization.	FI only	✓	✓
24/7 Behavioral Health Resource Center	This inbound resource allows individuals to connect with behavioral health staff and clinicians by phone or chat to support crisis management and de-escalation, connect to appropriate resources and care providers, and understand behavioral health benefits.		✓	✓
RISE substance use disorder outbound engagement target strategy[6,7]	This focused program identifies individuals at high risk of opioid- or alcohol-related negative health outcomes in the next 12 months. Local recovery specialists serve as contacts. The program addresses behavioral health, physical health, and substance use.	Large Group and Small Group FI only	✓	✓
Quick access to substance use disorder appointments with 24/7 inbound support	Provides those 18 and over access to substance use disorder evaluations within 48 hours through a specialized member engagement model and curated network. Individuals are directed to local outpatient care in their plan's network. This resource addresses key client concerns and clinical quality goals: high-cost, out-of-network utilization, subpar outcomes, and overuse of inpatient rehab.		✓	✓
Digital Behavioral Health Educational Resource	This awareness and engagement tool for employees and managers focuses on reducing stigma in the workplace. The Knowledge Hub website sits seamlessly on a client's intranet and links directly to Anthem Blue Cross and Blue Shield–hosted behavioral health resources, along with webinars, podcasts, and articles.		✓	✓
Bidirectional referrals with vendors	This integration with internal and external vendors supports each individual's overall care plan. This includes short-term disability, wellness, Employee Assistance Program, and on-site resources.			✓
Medication adherence outreach	This service offers a series of calls based on pharmacy data using an outbound automated call campaign. The goal is to have a positive impact on an individual's understanding of and adherence to antidepressant medication.			✓

Behavioral health benefits at a glance (continued)

Capability	Description	BHCM	BHA	BHP
Account customization	Customizations can be made, including choice of vendors, how staff refers to themselves, user targeting, marketing and educational material, hours of operating, how UM decisions are managed, and health plan decisions. Readmission predictive modeling can be adjusted to identify thresholds outside the standard offering.			✓
Performance guarantees	Anthem offers guaranteed levels of service with financial penalties for missed metrics. This includes call center speed to answer, call abandonment rate, antidepressant medication management outreach, behavioral health follow-up after hospitalization, and behavioral health 30-day readmission rate for mental illness.			✓
Dedicated product medical director	The medical director assigned to behavioral health programs helps provide a deeper understanding of specific account nuances and expectations. The medical director also improves continuity in decision-making, supports CM and UM teams, and acts as a direct resource for the client and account management.			✓

We're committed to helping employees stay healthy and productive while controlling costs through an integrated, whole-health approach.



We're here to answer your questions

Contact your Anthem Sales representative for more information.

ANA = Anthem National Accounts

1 BHA is a buy-up available to ASO and jointly administered arrangement groups with a minimum of 51 subscribers (100 in California, Colorado, and New York). Anthem Balanced Funding is out of scope for this product.
2 BHP is automatically embedded when clients purchase one of these four clinical management models: Integrated Health Management, Total Health Connections, Mercer Health Advantage, or Complex Care Management Unit. It is also available to ASO clients with a minimum of 12,500 subscribers.
3 Outreach for BHCM and BHA is limited to those at greatest risk of readmission. All BHR discharges for mental health issues include outreach.
4 Based on 2021 year-end LiveHealth Online data, more than 88% of appointments are scheduled within seven days. Appointments depend on doctor availability.
5 Online counseling is not appropriate for all kinds of problems. Those who are in crisis or having suicidal thoughts should seek help immediately. They can text, chat, or call 988 (Suicide & Crisis Lifeline), or 911 for help. If the matter is an emergency, call 911 or go to the nearest emergency room. LiveHealth Online does not offer emergency services.
6 For BHA, the RISE program is used as a targeting strategy to identify individuals for referral to CM only.
7 Local wellness recovery specialists are offered only for FI in the four markets listed under BHCM.

Sydney Health is offered through an arrangement with Carelon Digital Platforms, a separate company offering mobile application services on behalf of your health plan.

Virtual text and video visits powered by K Health. LiveHealth Online is offered through an arrangement with Amwell, a separate company, providing telehealth services on behalf of your Brand name .

EAP products are offered by Anthem Insurance Companies, Inc.

In California Anthem Blue Cross is the trade name of Blue Cross of California, Inc. Also serving California: Anthem Blue Cross Life and Health Insurance Company. In 11 northeastern counties of New York Anthem Blue Cross is the trade name of Anthem HealthChoice Assurance, Inc., and Anthem HealthChoice HMO, Inc., and Anthem Blue Cross HP is the trade name of Anthem HP, LLC. Independent licensees of the Blue Cross Association. Anthem is a registered trademark of Anthem Insurance Companies, Inc.