



# Concierge Cancer Care

## PROGRAM GUIDE

Advanced cancer support delivered with care and compassion



You may not know how to react when an employee tells you they have cancer. They may be nervous to share their diagnosis, overwhelmed by treatment options, or worried about the impact on those around them. It's important to understand that cancer affects more than just the person with the disease. A cancer diagnosis impacts spouses, partners, children, communities, and employers, too.

The good news is that treatments continue to evolve, and survival rates are steadily improving. In hopes of continuing this positive trend, <Anthem> has created a special program for your employees dealing with cancer. Unlike other cancer programs, we focus on caring for the individual — not just treating the disease.

This brochure will help you understand each segment of <Anthem's> offering and provide helpful ways to support employees and their families during a difficult time.

## <Anthem's> Concierge Cancer Care program overview

Employees with cancer need extra support. They may also be struggling to understand which treatments plans are best for them.

That's where our program comes in. Our high-touch concierge program is tailored to each employee's specific situation and condition. We also partner with the leading U.S. cancer facilities to offer exceptional care.

Through data analysis, we identify employees who may benefit from our Concierge Cancer Care program, also known as C3. We'll proactively reach out to let them know about the program. Participation is always voluntary, and we take extra care to protect personal health information (PHI).

### How the program works

After an employee is identified as a fit for the program, we contact them through:

- Telephonic outreach from <Anthem> nurses and our Virtual Second Opinion (VSO) team.
- Welcome Kits mailed to their home address, including an informational program flyer.
- Email outreach from the VSO team.

The primary outreach comes from our <Anthem> nurses, who are certified in oncology and provide personalized, compassionate care. They'll explain the benefits of the program, answer questions, and give information about enrollment. Outside of standard medical copays, there is no charge for an employee to participate.

If an employee chooses to enroll, we focus on three important areas:

1. **Treatment plan support** through Virtual Second Opinion
2. **24/7 remote monitoring** using real-time data
3. **Advanced treatments** through our Centers of Excellence (COE)



## 1. Treatment plan support through Virtual Second Opinion

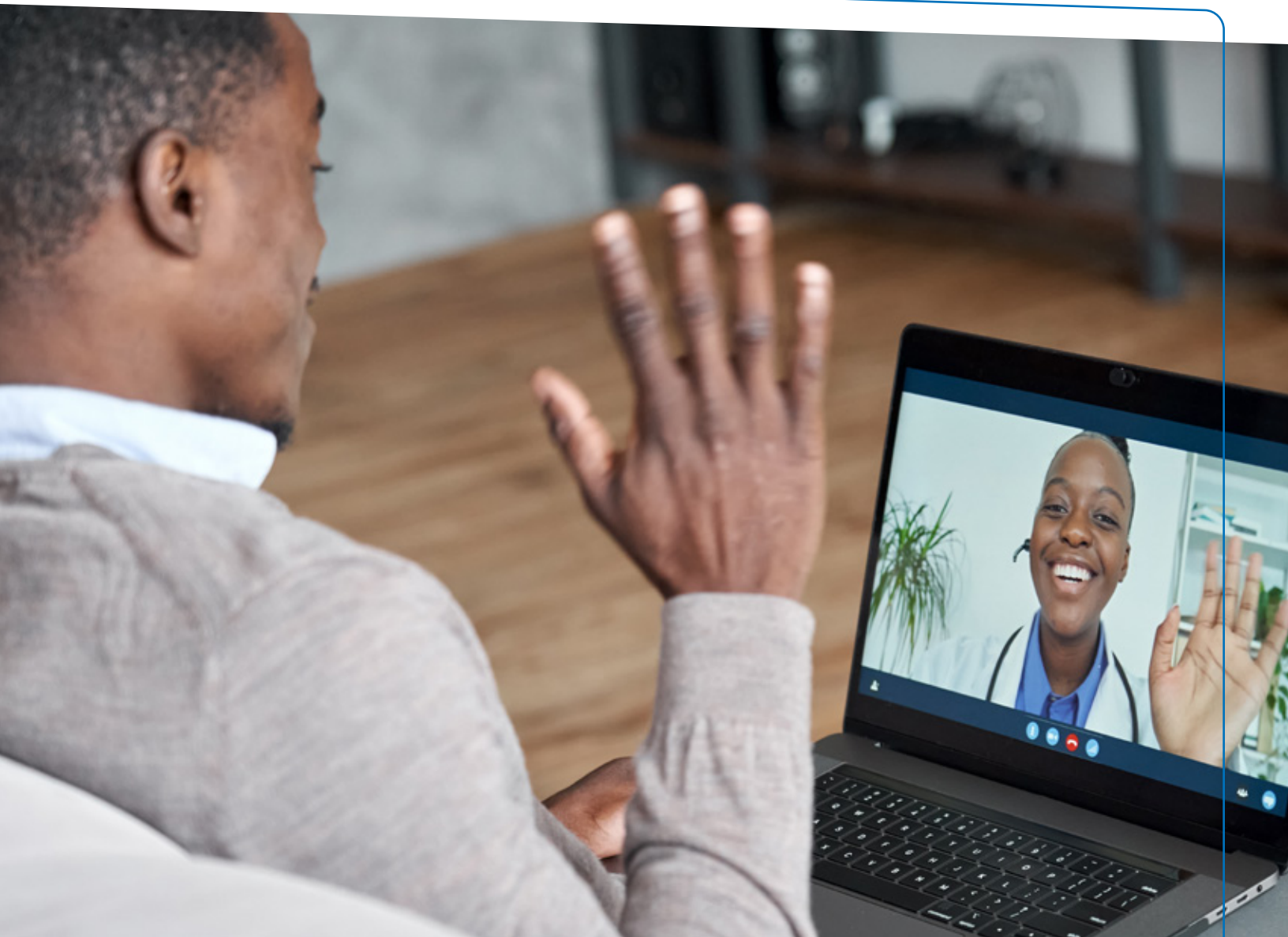
A virtual second opinion ensures employees are on the right treatment path. Cancer survival rates rely heavily on the accuracy of an initial diagnosis, appropriate medications, and access to advanced therapies or clinical trials.

Through our partnership with <the Mayo Clinic/ConsumerMedical>, we conduct a thorough review of an employee's diagnosis and care plan. Each case is reviewed by board-certified oncologists and the Anthem C3 team.

During this process, employees will have access to:

- A **registered nurse** certified in oncology who can answer questions and address concerns.
- **Behavioral health resources** including counseling services, helpful websites, and informational materials.
- <Virtual visits with doctors and therapists using LiveHealth Online.<sup>1</sup>>

<Employees who complete the second opinion process with ConsumerMedical will also receive an incentive gift card.>



## 2. 24/7 remote monitoring using real-time data

Tracking health symptoms is important for people dealing with cancer. A fever or mouth sore, for example, could indicate an infection during chemotherapy.

To help manage concerns in real-time, we provide 24/7 physician guidance through TytoCare. After completing the VSO process, employees are eligible to receive a TytoCare device, which is mailed to their home. The hand-held monitor, attachments, and exam camera are used to check symptoms.

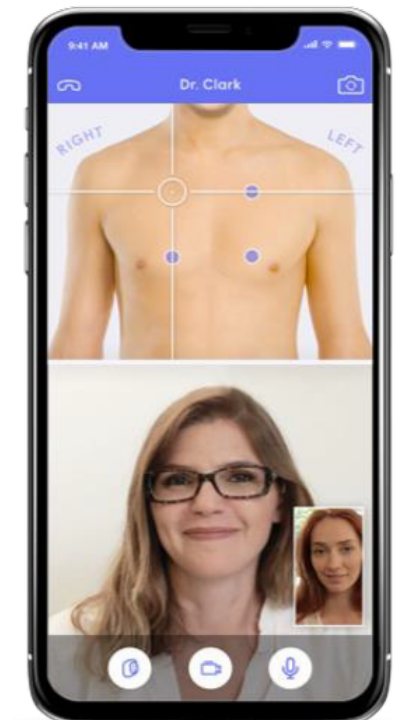
Using the TytoApp, employees can connect with a physician anytime, day or night:

- The **stethoscope** tracks heart rate and monitors lung sounds.
- The **thermometer** checks for fever.
- The **otoscope** examines ears.
- The **tongue depressor** assists with a throat or mouth exam.

To receive and use a TytoCare monitor, employees must complete the following steps:

1. Elect to receive a device after completing the VSO process.
2. Confirm a mailing address with TytoCare.
3. Set up the device using the included instructions.
4. Access LiveHealth Online using the program service key **concierge**.<sup>1</sup>

Post-cancer treatment, employees can keep their TytoCare monitor and use it for other healthcare purposes.



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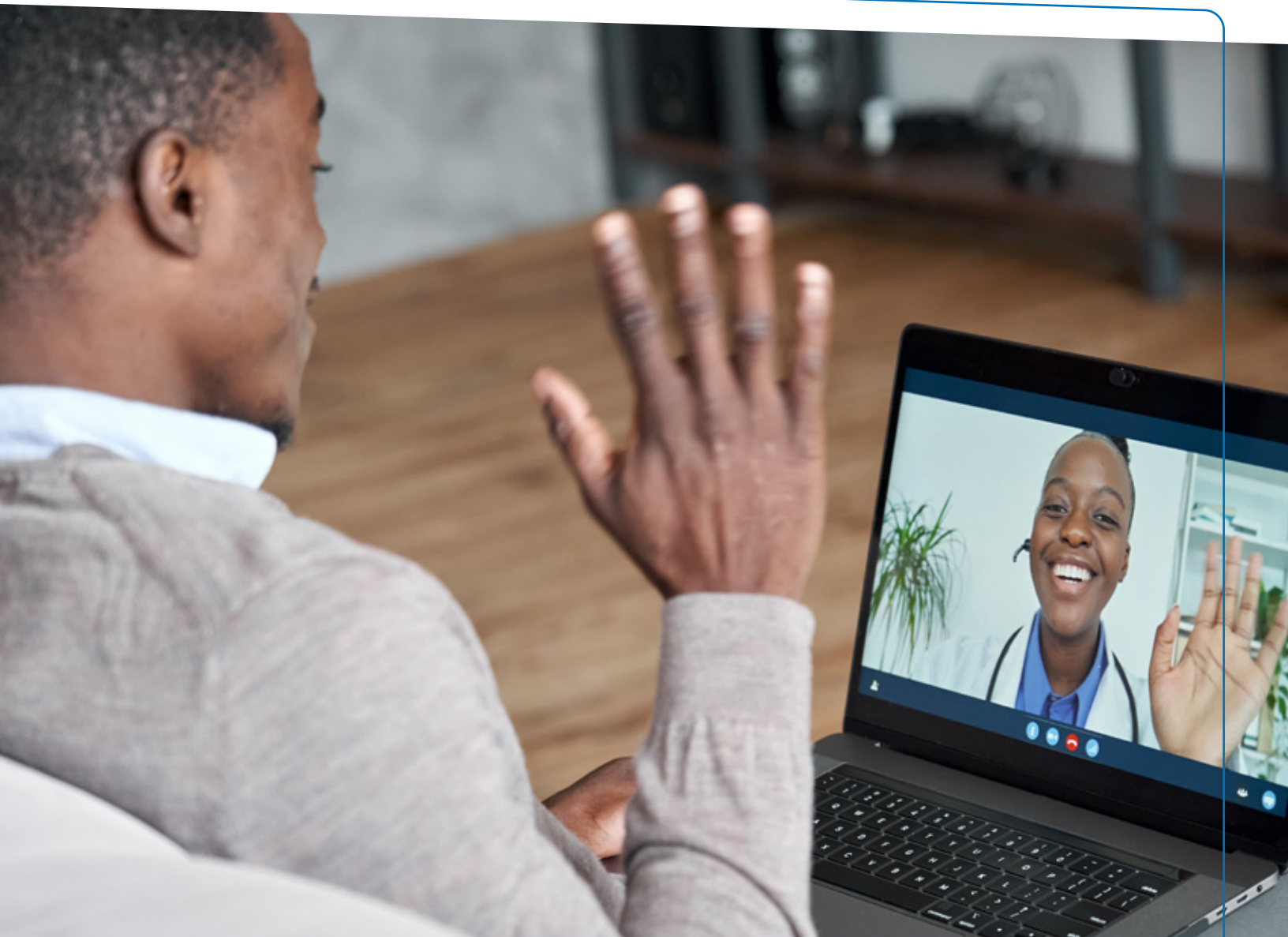
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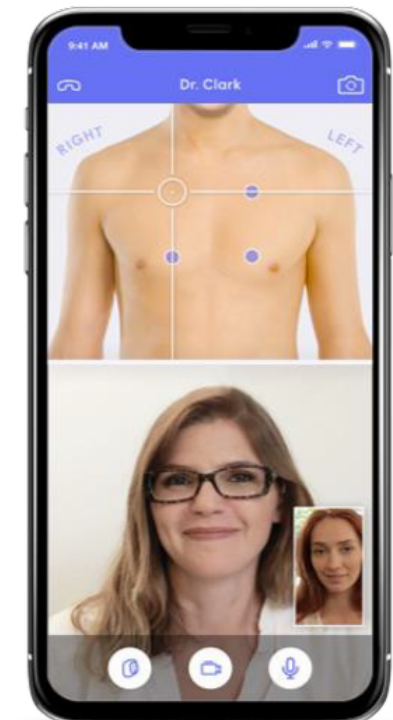
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### 3. Advanced treatments through our Centers of Excellence

We are the only concierge cancer program in partnership with Centers of Excellence (COE) across the country. The COE designation is awarded to select hospitals offering world-class care and advanced expertise in their areas of focus.

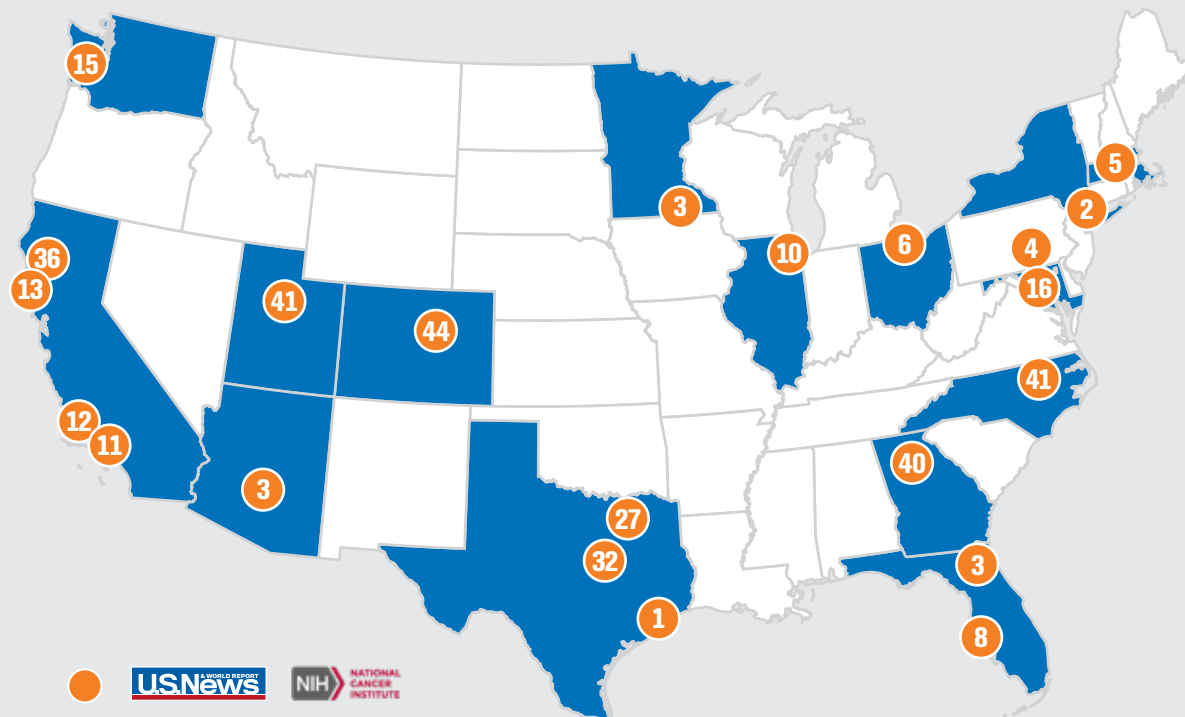
Our COE partnerships give employees special access to clinical trials, cutting-edge technologies, and innovative treatment techniques. Each hospital we partner with is also accredited by the National Cancer Institute (NCI).<sup>2</sup>

#### How an employee receives care through a COE:

- After completing the VSO process, an oncologist researches your employee's treatment plan against any new treatments or clinical trials at a Center of Excellence.
- If there is a match to a COE, it is presented to your employee as a treatment option.

- If your employee agrees to treatment at a COE, travel expenses and accommodations are covered. This includes accommodations for one travel companion, up to your company's selected limit – for example, \$10,000/lifetime.
- Care and treatment preapprovals are completed before any travel takes place.
- Special accommodations such as wheelchairs and oxygen tanks are provided.
- Employees are responsible for personal expenses such as meals, internet access, valet parking, or laundry services.
- Employees are responsible for standard copays under their plan benefits for care received at a COE.

Our C3 program team will make sure your employee stays informed and aware of their options. For many, knowing advanced treatments are available can help them feel empowered and validate their medical decisions.



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| #1 University of Texas MD Anderson Cancer Center | #13 UCSF Medical Center                          |
| #2 Memorial-Sloan Kettering Cancer Center        | #15 Seattle Cancer Alliance                      |
| #3 Mayo Clinic                                   | #16 University of Maryland Cancer Center         |
| #4 Johns Hopkins Hospital                        | #27 Baylor Comprehensive Cancer Center           |
| #5 Dana Farber Cancer Institute                  | #32 UT Southwestern Cancer Center                |
| #6 Cleveland Clinic                              | #36 UC Davis Comprehensive Cancer Center         |
| #8 H. Lee Moffitt Cancer Center                  | #40 Emory Winship Cancer Institute               |
| #10 Northwestern University Cancer Center        | #41 Duke Cancer Institute                        |
| #11 City of Hope Comprehensive Cancer Center     | #41 Huntsman Cancer Institute University of Utah |
| #12 Cedars-Sinai Medical Center                  | #44 University of Colorado Cancer Center         |

### Care and support resources

#### Welcome kits

Employees who have been identified for the program will receive an encouraging welcome kit from us in the mail. Each kit contains a water bottle, pill box, other thoughtful support items, along with a flyer about the program.

If someone other than your employee opens the package, there is no mention of the word "cancer" to protect their PHI. Employees may keep the kit even if they decline to participate in the program.



#### Helpful websites and information

We want every employee to know they can lean on us during their cancer journey. Our <Anthem> nurses and oncology team have years of experience working with cancer patients, creating meaningful connections and lasting relationships. We'll do everything possible to offer support as their care providers.

As their employer, it's important for you have additional resources on-hand to support employees, too.

- **Stronger Together:** We created the Stronger Together website in partnership with select national institutes and universities. This site includes a special section of cancer resources, including help for caregivers, workplace transition advice, and information on treatment options at [communityresources.anthem.com](https://communityresources.anthem.com).

- **Mental health resources:** You'll want to make employees aware of any behavioral health programs you offer, like an Employee Assistance Program (EAP). Access to informational sites, community resources, or counseling services may help offset emotional health concerns.
- **<Anthem.com>:** The Concierge Cancer Care program is linked through our <Anthem> platforms <and the Sydney Health<sup>SM</sup> app>. When an employee accesses their account, the program displays as an available option.

A cancer diagnosis is scary for anyone. Your understanding and encouragement as an employer can help employees feel confident in your concern for their well-being.

Anthem reverse logo  
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Through our specialized oncology teams dedicated to compassionate care, <Anthem> is changing the way employees fight cancer.

Our Concierge Cancer Care program allows them to focus on what matters most — their health and recovery.

1 Appointments subject to availability. Prescription availability is defined by physician judgment and state regulations. Appointments subject to the availability of a therapist. Online counseling is not appropriate for all kinds of problems. If your employees are in crisis or having suicidal thoughts, it's important that you seek help immediately. Please call the National Suicide Prevention Lifeline, 800-273-TALK (800-273-8255) or 911 for help. If your issue is an emergency, call 911 or go to your nearest emergency room. LiveHealth Online does not offer emergency services.

2 Examples of COE partnerships around the country: NE, SE, Central, and West, 2019-2020. Most COEs have discount arrangements with hotels on/near the COE campus.

LiveHealth Online is the trade name of Health Management Corporation, a separate company, providing telehealth services on behalf of <Anthem Blue Cross and Blue Shield>. Sydney Health<sup>SM</sup> is offered through an arrangement with CareMarket, Inc. ©2020-2021.

<Anthem Blue Cross and Blue Shield is the trade name of: In Colorado: Rocky Mountain Hospital and Medical Service, Inc. HMO products underwritten by HMO Colorado, Inc. In Connecticut: Anthem Health Plans, Inc. In Georgia: Blue Cross Blue Shield Healthcare Plan of Georgia, Inc. In Indiana: Anthem Insurance Companies, Inc. In Kentucky: Anthem Health Plans of Kentucky, Inc. In Maine: Anthem Health Plans of Maine, Inc. In Missouri (excluding 30 counties in the Kansas City area): RightCHOICE<sup>SM</sup> Managed Care, Inc. (RIT), Healthy Alliance<sup>SM</sup> Life Insurance Company (HALIC), and HMO Missouri, Inc. RIT and certain affiliates administer non-HMO benefits underwritten by HALIC and HMO benefits underwritten by HMO Missouri, Inc. RIT and certain affiliates only provide administrative services for self-funded plans and do not underwrite benefits. In Nevada: Rocky Mountain Hospital and Medical Service, Inc. HMO products underwritten by HMO Colorado, Inc., dba HMO Nevada. In New Hampshire: Anthem Health Plans of New Hampshire, Inc. HMO plans are administered by Anthem Health Plans of New Hampshire, Inc. and underwritten by Matthew Thornton Health Plan, Inc. In Ohio: Community Insurance Company. In Virginia: Anthem Health Plans of Virginia, Inc. trades as Anthem Blue Cross and Blue Shield in Virginia, and its service area is all of Virginia except for the City of Fairfax, the Town of Vienna, and the area east of State Route 123. In Wisconsin: Blue Cross Blue Shield of Wisconsin (BCBSWI), underwrites or administers PPO and indemnity policies and underwrites the out of network benefits in POS policies offered by CompCare Health Services Insurance Corporation (CompCare) or Wisconsin Collaborative Insurance Corporation (WCIC). CompCare underwrites or administers HMO or POS policies; WCIC underwrites or administers Well Priority HMO or POS policies. Independent licensees of the Blue Cross Blue Shield Association. Anthem is a registered trademark of Anthem Insurance Companies, Inc.>

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