CBC SPRING HEALTH BRAINTRUST LUNCHEON AND AWARDS CEREMONY
“Town Hall Discussion on the State of Black Health”

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Divisional SVP & Chief Medical Officer
Overview

• Who Are We?
• Our Commitment
• Our Experience
• Current State
• Our Focus
Who Are We?

- **Health Care Service Corporation (HCSC)**, is the largest **customer-owned** health insurer in the United States and fourth largest overall, operating through our **Blue Cross and Blue Shield® Plans in Illinois, Montana, New Mexico, Oklahoma and Texas**.

- The company, **founded in 1936**, serves nearly **14.7 million members** across five states and employs nearly 23,000 people in over 60 local offices.

- Our health plans were **pioneers** in their states, as they were the **first to provide coverage** for a number of procedures — ranging from heart and bone marrow transplants, to cancer and leukemia treatments.

- Today, we are leaders in the development of **value-based care models** to spur greater collaboration and accountability among various stakeholders to **improve the health care experience** for patients and consumers and enable them to lead healthier lives.
HCSC is dedicated to expanding access to high-quality, cost-effective health care and equipping our members with information and tools so they can make the best health care decisions for themselves and their families.
Our Experience

A significant increase in access to health services in our communities. From Jan. 1 to Dec. 31, 2014, HCSC has provided our new retail members more than 8 million health services, including more than 680,000 well care visits and 300,000 biometric screenings. Following are some examples of the benefits received by those who purchased health insurance during 2014 open enrollment.

<table>
<thead>
<tr>
<th>State</th>
<th>Well Visits</th>
<th>Biometric Screenings</th>
<th>Mammograms</th>
<th>Babies Delivered</th>
</tr>
</thead>
<tbody>
<tr>
<td>IL</td>
<td>209,000</td>
<td>81,700</td>
<td>28,950</td>
<td>2210</td>
</tr>
<tr>
<td>MT</td>
<td>32,710</td>
<td>9,000</td>
<td>5,230</td>
<td>2,210</td>
</tr>
<tr>
<td>NM</td>
<td>14,390</td>
<td>5,520</td>
<td>1,950</td>
<td>170</td>
</tr>
<tr>
<td>OK</td>
<td>60,950</td>
<td>21,150</td>
<td>7,050</td>
<td>620</td>
</tr>
<tr>
<td>TX</td>
<td>372,280</td>
<td>186,690</td>
<td>50,150</td>
<td>4,740</td>
</tr>
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</table>
As of December 31, 2014, our retail book of business, which includes enrollment for individuals both on and off the exchanges, student plans and temporary plans, grew to more than **1.6 million** members.

- Illinois: Nearly **511,000**
- Montana: Nearly **48,000**
- New Mexico: More than **40,000**
- Oklahoma: Nearly **144,000**
- Texas: More than **920,000**

**OEP1**, the overall percent of FFM enrollees that identified as "**African-American**" made up **16.7%** of the total plans selected, where race/ethnicity was known.
Our Experience

- Members who participated in our **weight management program** lost an average of **6 percent** of their body weight
- **29 percent** of members enrolled in our **Smoking Cessation** program successfully quit smoking
- Members engaged in the **Behavioral Health Care Management** program saw a reduction in ER visits, a 25 percent decrease in readmissions, and nearly 20 percent improvement in their functional health.
- Financed preventive health and wellness services to **more than 4.5 million** members
- Covered **more than 3.2 million** emergency room visits
- Covered more than **41,000 premature babies and prenatal care for more than 164,000**
- **Covered treatment for mental health conditions** to nearly **1.3 million members with nearly 7.5 million office visits**
- **Covered treatment for depression** to more than **590,000 members with approximately 4 million office visits**
- Covered treatment for Parkinson’s or Alzheimer’s for **more than 213,000 members**
- Covered **4 million** immunizations for more than **1.4 million members**
Current State

• OEP2, HHS has only provided the national figure, and not state specifics. Of states using the HealthCare.gov platform:
  • 14% identified as African-American
    – 16% of the new consumers,
    – 11% of the active re-enrollees,
    – 15% of the automatic re-enrollees

• As of February 2015 39.3% of ACA Medicaid enrollees in Illinois were reported as black.
Our Focus

• Value Based Care (VBC) Models
  • Accountable Care Organizations
  • Intensive Medical Homes

• Member Engagement
  • Multiple modalities
  • Cross Functional Teams

• Community Partnerships
We are increasing investments in health care disparities and meeting social needs that are critical to good health. We are identifying where the most pressing health needs are and partnering with nonprofit organizations to help decrease illness and growing chronic conditions like diabetes and childhood asthma. These and other significant investments respond to the needs of the communities we serve – 2014 HCSC Social Responsibility Report
Our Focus

• More than **13 million** children impacted through the Healthy Kids, Healthy Families® initiative since it began in 2011.

• Provided **more than 170,000** free immunizations and other health services to children and adults in medically underserved areas through our Care Van® programs.

• Enhancing Care for Children with **Asthma** Project

• BCBSIL funded grants focusing on **Diabetes** (725K)

• SUI Lawndale Diabetes Project (1.7M)

• **Institute of Medicine of Chicago** (100K)