

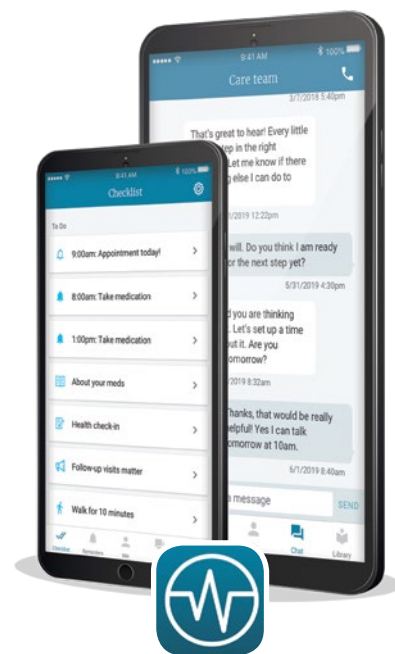


CARE THAT'S ALWAYS IN YOUR CORNER

We believe health insurance shouldn't be something people use once in a while. That's why we want to give you everything your employees need to take control of their health each and every day.

Introducing the Wellframe[®] app, a convenient way for our Care Managers to provide confidential, text-based, one-on-one outreach to members using a smartphone or tablet. They'll get guidance, support and a personalized care plan to help achieve their health care goals.

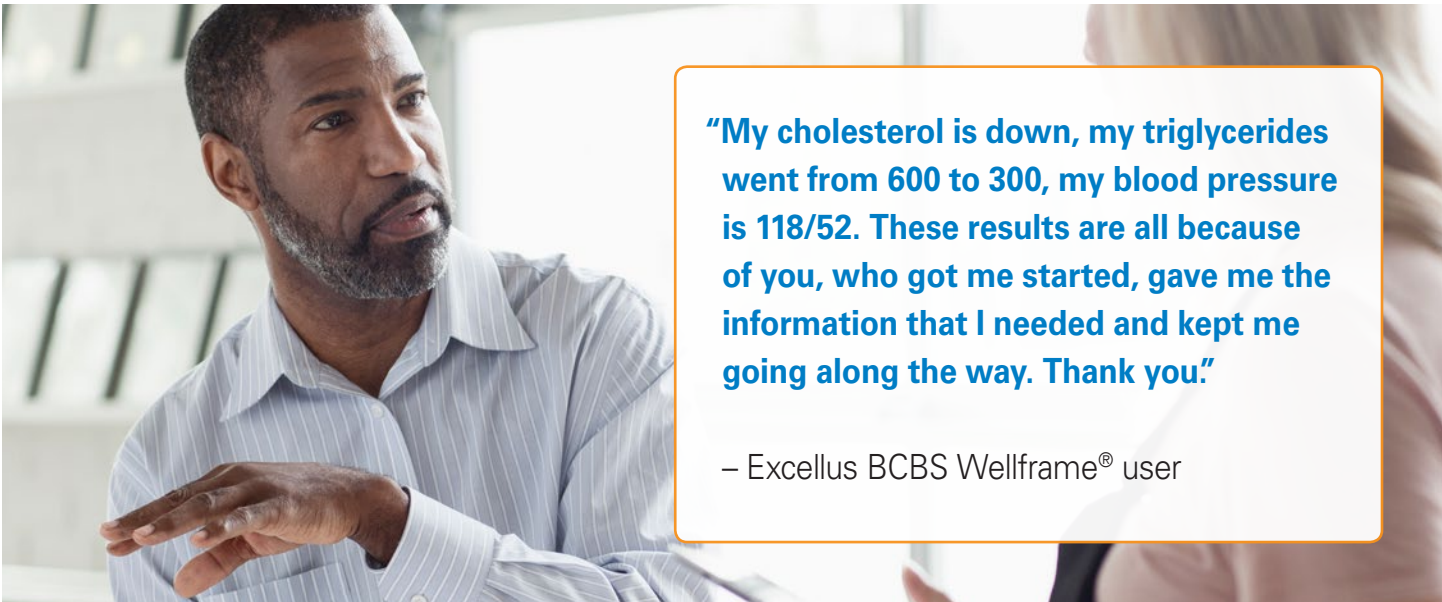
- Employees and their families connect conveniently via text with licensed health care professionals when they need advice or support
- Employees get guidance for things like general wellness, weight loss, smoking cessation, diabetes, high blood pressure and more
- Using these one-on-one conversations and member data, we develop personalized care plans to keep healthy employees healthy and complex conditions in check, **lowering medical costs by \$500-\$2,000+** per Excellus BlueCross BlueShield member based on risk tier*
- **80% of Excellus BCBS members on Wellframe[®]** have successfully addressed a health issue
- Through a 10X increase in contact opportunities, we've made it easier than ever to stay engaged



*Free mobile health support
for smartphone or tablet*



*2018 Health Plan data provided by Wellframe[®]



“My cholesterol is down, my triglycerides went from 600 to 300, my blood pressure is 118/52. These results are all because of you, who got me started, gave me the information that I needed and kept me going along the way. Thank you!”

– Excellus BCBS Wellframe® user

\$500 - \$2,000+

SAVED PER EXCELLUS BCBS MEMBER
BASED ON RISK TIER*

EMPLOYEES AVERAGE
49 TEXTS

WITH CARE MANAGERS COMPARED TO JUST
4.5 PHONE CALLS, AND STAY CONNECTED LONGER

PUT CONTINUOUS CARE AT THEIR FINGERTIPS

Wellframe® can give your employees free access to help manage issues like these:

- Substance Abuse
- Anxiety
- Depression
- Coronary Artery Disease
- Congestive Heart Failure
- Diabetes Management and Prevention
- Maternal Health
- High Blood Pressure
- Asthma
- Stress Management
- Weight Loss
- Smoking Cessation

To learn more about how Wellframe® can improve outcomes and control costs, **talk to your broker or Excellus BCBS Account Manager today.**

*2018 Health Plan data provided by Wellframe®

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Our Health Plan complies with federal civil rights laws. We do not discriminate on the basis of race, color, origin, age, disability, or sex.

Atención: Si habla español, contamos con ayuda gratuita de idiomas disponible para usted. Consulte el documento adjunto para ver las formas en que puede comunicarse con nosotros.

注意：如果您说中文，我们可为您提供免费的语言协助。请参见随附的文件以获取我们的联系方式。

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