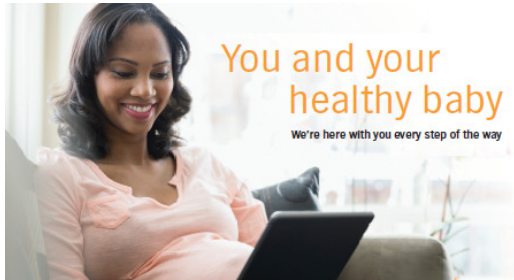


Sample Maternity Care Flyers



Pregnancy is an amazing journey for every mom-to-be and her family, and we'd like to help make it as smooth as possible. **Future Moms with Digital Maternity Support** is here to give you the information, tools and resources you need for a healthy pregnancy, delivery and baby.

Through the program app, powered by My AdvocateSM, you'll have lots of features to choose from. You can personalize to-do lists and a pregnancy calendar or use the baby kick counter, contraction time tracker and chat options. Plus, you'll get timely updates on your pregnancy, your baby's progress, changes to your body, and how you can prepare for labor and delivery.

We'll keep you connected and in the know on your computer, smartphone or mobile device.

- How it works**
- Once you're pregnant and have seen a doctor, you should get an email, link or interactive voice response telling you to enroll in Future Moms. Make sure you're registered at anthem.com/ca, so we know how to get in touch with you. You can also download the **My Advocate HelpsSM** app or go to MyAdvocatehelps.com. It doesn't cost you anything extra to sign up and you'll have support for up to 12 weeks after birth.
 - Next, you'll complete a risk assessment. If you're at risk for complications or early delivery you can work with a nurse case manager by phone to create a pregnancy plan just for you and make sure you and your baby get the best care.
 - When your baby arrives, you can have free video visits with a certified lactation consultant, counselor or registered dietician using **Future Moms with Breastfeeding Support on LiveHealth Online!**

All of these services help you catch problems early and avoid surprises. So please take advantage of everything Future Moms has to offer.

Ready to sign up?
Download the My Advocate Helps app or go to MyAdvocatehelps.com.

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Expect great care when you're expecting

Maternity care at Kaiser Permanente

More than 100,000 babies were born at Kaiser Permanente last year. That's a lot of glowing moms-to-be, nervous partners, and adorable new arrivals. But we also make sure having your baby with us is unique and special for you and your growing family.

Personalized care from a dedicated team
Your prenatal care team is there to help keep you and your baby healthy, empower and support you throughout your pregnancy, and help you have the birth experience you want. Your first step is choosing a doctor or midwife.

Obstetricians are doctors who care for pregnant women and deliver babies. 94% of our ob-gyns are board certified – that means they've had extra training to become highly skilled in their field.

Midwives are registered nurses who provide holistic, family-centered care during pregnancy, delivery, and recovery.¹

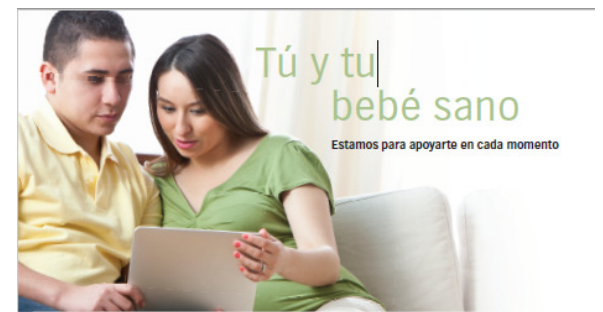
Support for a healthy pregnancy

We're here for you before, during, and after the birth of your baby.

- Visit kp.org/classes to explore classes and programs for expecting parents – including²
- Preparing for childbirth
 - Prenatal yoga
 - Breastfeeding
 - Newborn care

Go to kp.org/maternity for in-depth resources for every stage of pregnancy, labor and delivery, and your baby's first few weeks at home. Come back often for articles, checklists, videos, virtual tours of our maternity wards, and more.

(© Kaiser Permanente)
kp.org/maternity



El periodo de embarazo es una experiencia extraordinaria para toda futura mamá y su familia, y nosotros deseamos ayudar para estar cualquier inconveniente durante el proceso. **Futuras Mamás con Apoyo Digital para la Maternidad (Future Moms with Digital Maternity Support)** está disponible para brindarte la información, las herramientas y los recursos que necesitas para tener un embarazo, un parto y un bebé saludables.

A través de la aplicación del programa, desarrollada por MyAdvocateSM, tendrás muchas funciones entre las cuales podrás elegir: Puedes personalizar las listas de tareas por hacer y un calendario del embarazo, o usar el contador de las patadas de bebé, el seguimiento del tiempo de contracciones, además de opciones para Chatear. También recibirás actualizaciones oportunas sobre tu embarazo, el progreso de tu bebé, los cambios en tu cuerpo y cómo puedes prepararte para el trabajo de parto y el parto.

Te mantendremos conectada e informada en tu computadora, teléfono inteligente o dispositivo móvil.

Cómo funciona

- Una vez que hayas quedado embarazada y hayas visto a un médico, recibirás un mensaje por correo electrónico, mensaje de texto o mediante el sistema interactivo de respuesta de voz en el que se te invitará a inscribirte en Future Moms. Recuerda registrarte en anthem.com/ca, para que sepamos cómo contactarte. También puedes descargar la aplicación **My Advocate HelpsSM** o visitar MyAdvocatehelps.com. Inscribirte no te costará nada y tendrás apoyo durante hasta 12 semanas después de dar a luz.
- Luego, basis una evaluación de riesgos. Si corres riesgo de tener complicaciones o un parto prematuro, puedes trabajar con un enfermero administrador de casos, por teléfono, para crear un plan personalizado para el embarazo, y asegurarte de que tú y tu bebé tengas el mejor cuidado.
- Una vez que nazca el bebé, podrás consultar a un nutricionista, consejero o asesor certificado sobre lactancia mediante conexión por video de forma gratuita, a través de **Future Moms with Breastfeeding Support on LiveHealth Online**.

Todos estos servicios permiten detectar los problemas de manera temprana y así, evitar sorpresas. Así que aprovecha todos los beneficios que ofrece Future Moms.

¿Estás lista para inscribirte?

Descarga la aplicación My Advocate Helps o visita MyAdvocatehelps.com.

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Sample Centers of Excellence Flyers

Looking for expertise in surgical care?

You got it, with Blue Distinction Specialty Care.

The Blue Distinction Specialty Care program helps you find a hospital that's recognized for excellent care, with faster recovery times and lower costs. When you have surgery or a major procedure, you want this level of service. And finding the right hospital is simpler when you have access to **Blue Distinction Centers** and **Blue Distinction Centers+.** Why? Because these hospitals:

- Are known for the expertise of their health care team.
- Have done certain procedures more times than other hospitals.
- Have a proven history of providing better treatment results with fewer complications than other health care facilities.

In addition to these great features, **Blue Distinction Centers+** are recognized for offering greater savings. **Blue Distinction Centers+** are about 19% more cost-efficient than other hospitals for bariatric surgery, cardiac care, spine surgery, knee and hip replacement, maternity care and transplants.*

You deserve a higher standard of care, the kind you get from **Blue Distinction Centers** and **Blue Distinction Centers+.** That's because they've met strict standards created by expert doctors and health care groups. These standards include better treatment results and fewer complications and re-admissions than other hospitals.

With more than 2,800 Blue Distinction Centers across the country, featuring more than 3,500 programs, quality care is never far away.



BlueDistinction® Centers for Substance Use Treatment and Recovery

Blue Distinction is a national designation given by Blue Cross and Blue Shield (BCBS) companies to recognize providers that demonstrate expertise in delivering quality specialty care—safely, effectively and cost-efficiently. The goal of the program is to help consumers find both higher quality and more affordable healthcare for their specialty care needs, while providing a credible foundation on which employers may customize their employee benefits. National employers understand the value of Blue Distinction Centers as a way to promote better care and outcomes for their employees.

Distinction in Local Communities and Nationwide

The Blue Distinction Centers for Substance Use Treatment and Recovery program aims to improve patient outcomes and value by focusing on the treatment of substance use disorder, including opioid use disorder. The program will address the full continuum of care delivery facilities delivering one or more of the following levels of care will be considered for designation: residential, inpatient, intensive outpatient, or partial hospitalization services.

Providers must treat opioid use disorders within the broader scope of substance use disorders. Medication-Assisted Therapy (MAT) must be an accessible treatment option for opioid use disorders. Designated facilities will be expected to deliver or facilitate patient-centered, multidisciplinary care within their own integrated delivery system or through direct coordination, including the transition of care between sites and levels of care.

Designation as a Blue Distinction Center for Substance Use Treatment and Recovery differentiates providers locally, as well as nationally. This highly respected designation acknowledges the expertise providers have demonstrated and their commitment to improving quality. Designations are awarded based on quality criteria that support delivery of timely, coordinated, multidisciplinary, evidence-based care, with a focus on quality improvement and patient-centered care.

The new Blue Distinction Centers for Substance Use Treatment and Recovery program will evaluate inpatient providers in 2019. Designations will be awarded on an ongoing basis, and the program will continue to expand to other sites of care in the future.

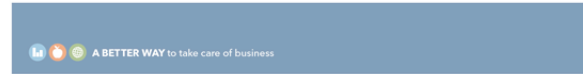
Designation Process:

- Invited providers will complete an online survey. Additionally, providers will be evaluated using BCBS claims data, to provide a nationally consistent, equitable, and objective evaluation.
- Providers will also be evaluated under BCBS Stars criteria, as part of the business criteria, before a final eligibility decision can be determined.
- Providers meeting all selection criteria are eligible for designation as Blue Distinction Center for Substance Use Treatment and Recovery, upon full execution of a Participation Agreement.
- BCBS companies will work with designated providers to help them promote their Substance Use Treatment and Recovery designation status.

For more information, please visit bcbs.com.

Blue Distinction Centers (BDC) are award quality measures, developed with input from the medical community. A local Blue Plan may require additional criteria for providers located in its own service area. In certain states, not all Blue Plans (Blue Distinction Centers (BDC) also not all members that address consumers' need for affordable healthcare. Each provider's cost of care is calculated using data from its local Blue Plan. Providers in CA, IL, NY, PA, and WA may be in two local Blue Plans' areas, resulting in two calculations for cost of care, and their local Blue Plans decide whether one or both of the evaluations must meet BDC national criteria. National criteria by BDC and BCBS are displayed on bcbs.com. Individual outcomes may vary. For details on a provider's network status or your own plan's coverage, contact your local Blue Plan and call your provider before making an appointment. Neither Blue Cross and Blue Shield Association nor any Blue Plans are responsible for network changes or other issues or changes resulting from Blue Distinction or other provider information or care received from Blue Distinction or other providers.

Blue Cross Blue Shield Association is an association of independent Blue Cross and Blue Shield companies. 16-123420



Centers of Excellence

1. Where are your COEs located? and
 - a. which specialties does that location handle? and
 - b. what are the success outcomes of that location?

California Centers of Excellence: Northern California:

- **Oncology**
 - o Bladder cancer
 - Oakland, South Sacramento
 - o Brain cancer
 - Adult: Sacramento, Redwood City, Fresno
 - Pediatric: Oakland, Roseville, Santa Clara
 - o Esophageal cancer
 - Oakland, Santa Clara, South Sacramento, Modesto
 - o Gynecologic cancer
 - Oakland, San Francisco, Walnut Creek, Sacramento, Santa Clara
 - o Head and neck cancer
 - Oakland/Walnut Creek, Sacramento/South Sacramento, Santa Clara
 - o Ocular melanoma
 - San Francisco
 - o Liver cancer
 - Oakland, Antioch, San Francisco, Sacramento, San Jose
 - o Pancreatic cancer
 - Oakland, Antioch, San Francisco, Sacramento, San Jose
 - o Thyroid cancer (medullary or anaplastic)
 - Oakland, Sacramento, Santa Clara, South Sacramento
 - o Inpatient TX for acute leukemia and lymphoma
 - Santa Clara, Oakland, Roseville
 - o Radiation oncology
 - Oakland, Sacramento, Roseville, Santa Clara, South San Francisco
 - o Pediatric oncology
 - Santa Clara, Oakland, Roseville
 - o Oncology clinical trials
 - Most medical centers
 - Bone marrow transplantation
 - Stanford Medical Center
- **Cardiac care**
 - o South Sacramento
- **Bariatrics**
 - o Richmond, Fresno, Fremont, South Sacramento, South San Francisco
- **Neuroscience/Neurosurgery**

kp.org/choosebetter

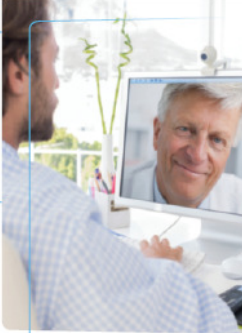


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Sample Online Access Flyers

See a doctor on your phone, tablet or computer, 24/7

Using LiveHealth Online, you can have a private video visit from home or on the go.




When your own doctor isn't available, use LiveHealth Online if you have:

- Pink eye
- Allergies
- A cold
- A sinus infection
- The flu
- And more
- A fever

A doctor can assess your condition, provide a treatment plan and even send a prescription to your pharmacy, if it's needed.*

What will a visit cost?
Your Anthem plan includes benefits for video visits using LiveHealth Online, so you'll just pay your share of the costs—usually \$39 or less.

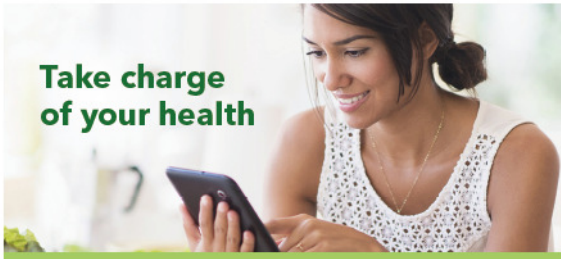
Sign up for LiveHealth Online today – it's quick and easy
Go to livehealthonline.com or download the app and register on your phone or tablet.



Anthem **LiveHealth ONLINE**

*These features are available when you get care at Kaiser Permanente facilities.

Take charge of your health



Visit your Personal Action Plan on kp.org/action-plan

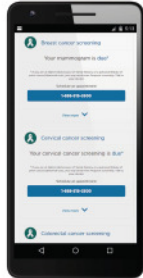
Get health care tips and updates just for you:**

- Get immunization and screening reminders
- Track your body mass index (BMI)
- Find out your risk level for heart attack or stroke
- Learn more about your recent lab test results
- View your prescriptions and order most refills
- Watch videos on managing your ongoing conditions

Start today.

1. Visit kp.org/action-plan on your computer or mobile device.
2. Enter your username and password.
3. You'll be sent straight to your Personal Action Plan.


Not registered on kp.org? Registering only takes a few minutes. Visit kp.org/register.



Visit your Personal Action Plan on your computer or mobile device.


**These features are available when you get care at Kaiser Permanente facilities.

KAISER PERMANENTE.



My Doctor Online App helps you remember

- Appointments
- Email Your Doctor
- Prescription Refill
- Test Results
- Health Reminders



KAISER PERMANENTE. thrive
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Sample Condition Care Flyers



Anthem  **Need a little ...**
or a lot of support for your health condition?

Either way, ConditionCare is here for you.

Managing an ongoing health condition isn't easy. And having a little extra help can make all the difference.



That's why we offer ConditionCare, a no-cost health and wellness program with tools, resources and support for members and their covered dependents with:

- Asthma (pediatric or adult)
- Chronic obstructive pulmonary disease (COPD)
- Coronary artery disease
- Diabetes, types 1 and 2 (pediatric or adult)
- Heart failure

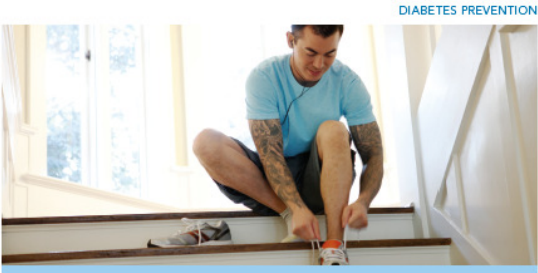
 **Signing up for ConditionCare is simple!**

We'll call you or you can call us toll free at 866-963-9957. When we talk, we'll make sure it's you, then we'll ask a few questions to figure out how best to support you and then invite you to join the program.

Once enrolled, you get:

-  24/7 access to a nurse care manager to answer health questions.
-  Educational resources, like email newsletters.

To really take advantage of the program, we encourage you to register on anthem.com/ca and opt in for email communication.



DIABETES PREVENTION

3 ways to help prevent diabetes

More than 1 in 3 Americans have prediabetes – and 90% of them don't even know it! The good news is that most cases of type 2 diabetes are preventable – healthy lifestyle changes can help you avoid, control, or even reverse the disease.¹

Keep your weight in check

Excess weight is the primary cause of type 2 diabetes. If you're overweight, losing just 7% to 10% of your current weight can cut your risk in half.² Maintaining a healthy weight can help prevent other health problems, too – including heart disease and certain types of cancer.

Be carb-smart

Limit sugar and refined carbohydrates like white bread, pasta, and rice. Focus on high-fiber, whole-grain complex carbohydrates – they're digested more slowly, which helps keep your blood sugar steady.

Stay active to stay healthy

Inactivity promotes type 2 diabetes, so regular exercise is essential. You don't have to spend hours sweating in the gym to get the benefits – just walking briskly for a half-hour every day can reduce your risk by up to 30%.³

Visit kp.org/diabetes.

¹"Prediabetes: Your Chance to Prevent Type 2 Diabetes," Centers for Disease Control, cdc.gov/diabetes/basics/prediabetes.html, accessed December 10, 2019.
²"Simple Steps to Preventing Diabetes," Harvard T.H. Chan School of Public Health, hsph.harvard.edu/nutritionsource/disease-prevention/disease-prevention/preventing-diabetes-full-story/, accessed December 10, 2019.

Kaiser Permanente health plans across the country: Kaiser Foundation Health Plan, Inc., in Northern and Southern California and Hawaii • Kaiser Foundation Health Plan of Colorado • Kaiser Foundation Health Plan of Georgia, Inc., New Piedmont Center, 3495 Piedmont Road NE, Atlanta, GA 30305, 404-358-7000 • Kaiser Foundation Health Plan of the Mid-Atlantic States, Inc., in Maryland, Virginia, and Washington, D.C., 2101 E. Jefferson St., Rockville, MD 20852 • Kaiser Foundation Health Plan of the Northwest, 500 NEMulsonah St., Suite 100, Portland, OR 97222 • Kaiser Foundation Health Plan of Washington or Kaiser Foundation Health Plan of Washington Options, Inc., 601 Union St., Suite 3100, Seattle, WA 98101

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VSP HEALTHY INNOVATIONS | VISIONARY PREVENTIVE CARE

EYE ON DIABETES

The prevalence of diabetes and pre-diabetes can't be ignored. Neither can their connection to vision.

As the leader in managed vision care, VSP is uniquely positioned to drive change. We want to help reverse the growing trend of pre-diabetes, diabetes, and diabetic retinopathy.

Our goal: help identify and manage your employees with diabetes and pre-diabetes to help lower your health care costs and improve the quality of life for your employees and their dependents.

HERE'S HOW VSP HELPS YOUR EMPLOYEES WITH DIABETES:

- Eye exam reminder letters
- Covered-in-full preventive retinal screenings*
- Covered-in-full follow-up medical eye care*
- Collaboration with primary care provider
- Patient education regarding their condition

CARE THAT KEEPS GETTING BETTER

Through new innovations and partnerships with companies and network providers that share our vision, we're continually working to find new ways to identify and manage diabetes and pre-diabetes. This includes testing new technology and approaches to care with formal pilots to ensure the best experience and outcomes.



30M
PEOPLE IN THE U.S. HAVE DIABETES¹

84M
PEOPLE IN THE U.S. HAVE PRE-DIABETES, AND NEARLY 90% ARE UNAWARE²

PRE-DIABETES CAN TURN INTO **TYPE 2** DIABETES WITHIN 5 YEARS³

DIABETIC RETINOPATHY is the most common cause of vision loss among people with diabetes and the leading cause of blindness among working-age adults.⁴

*Coverage varies by plan. Please contact your primary care provider for details. © 2019 VSP. All rights reserved. VSP and Eye Care are trademarks of Vision Service Plan, Inc. All other trademarks are the property of their respective owners.