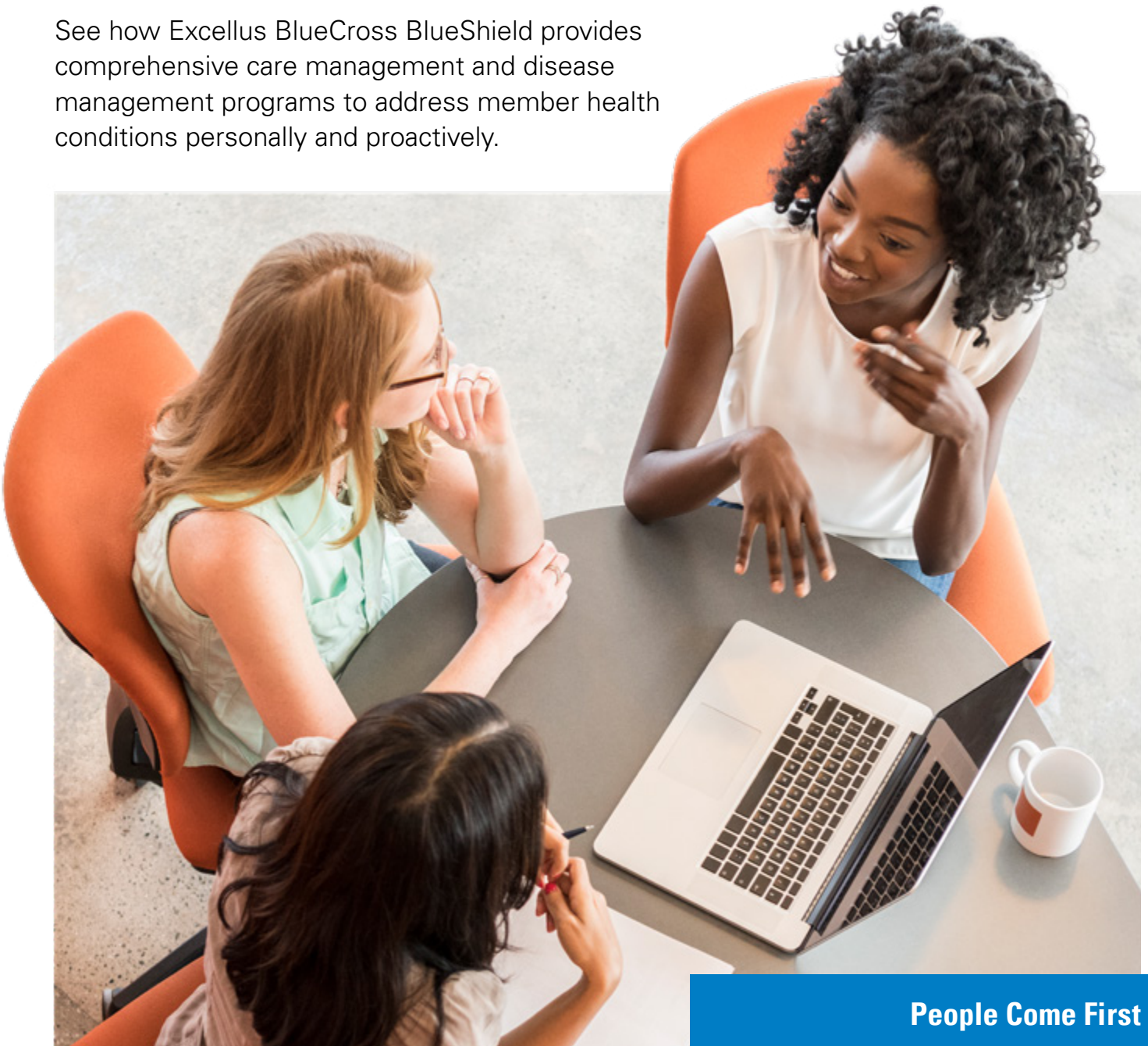




# When people come first, everybody benefits.®

See how Excellus BlueCross BlueShield provides comprehensive care management and disease management programs to address member health conditions personally and proactively.



**People Come First**

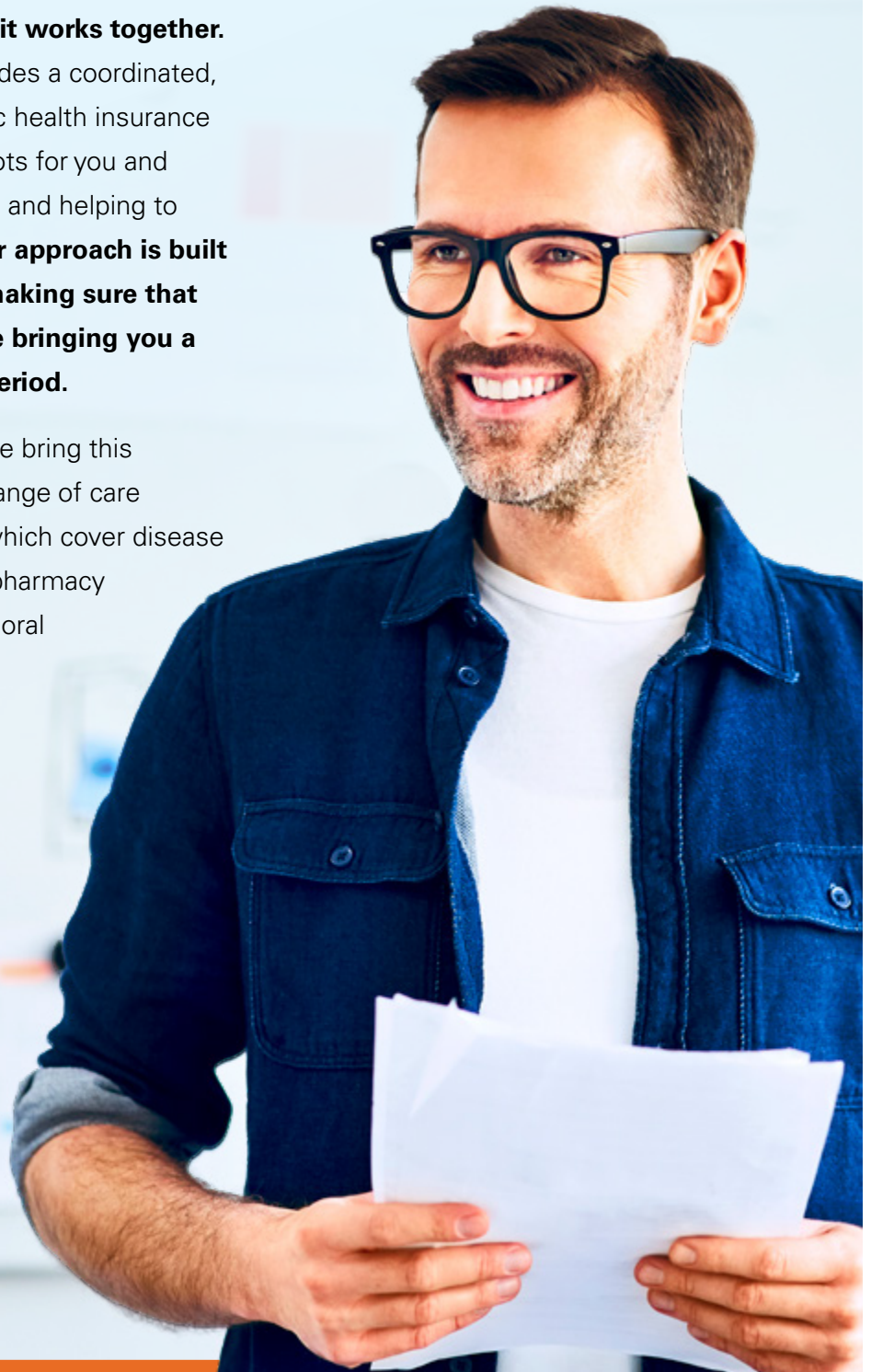
**Excellus BlueCross BlueShield Commercial Value Story**

# At Excellus BlueCross BlueShield, people come first.

## **Health care works best when it works together.**

That's why Excellus BCBS provides a coordinated, caring, personalized, and holistic health insurance experience that connects the dots for you and your employees, improving care and helping to manage costs for everyone. **Our approach is built around putting people first, making sure that our service is simple, all while bringing you a network that is unmatched. Period.**

One of the most critical ways we bring this approach to life is through our range of care management (CM) programs, which cover disease management (DM), utilization, pharmacy management, wellbeing, behavioral health support, and more.





## Care Management Programs

# Experience a coordinated approach to care management.

At Excellus BCBS, our comprehensive programs put people first by addressing all aspects of wellbeing and ensuring members get care that's built just for them. Regardless of age, whether members are managing chronic and complex conditions or simply want to live healthier, **we're here with the right support and to help members be more proactive and invested in their health.**



## Our Proven Care Management Approach

Our Care Management Team is made up of registered nurses, behavioral health specialists, social workers, dietitians, and diabetes educators. Through a combination of referrals, direct outreach, sophisticated data analytics, and coordination with providers, we tailor our approach to each member's specific needs. **Here's a high-level look at our approach:**

### Identify

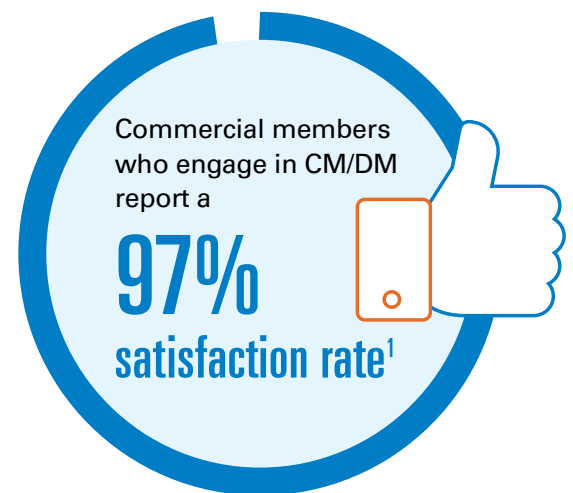
We identify members who are meeting specific criteria; are at highest risk; or have rising risk, including newly diagnosed chronic conditions.

### Stratify

We stratify the needs of members based on their level of health risk to make sure they're engaged appropriately.

### Engage

Our licensed clinicians execute targeted outreach and engagement plans, connecting with members via phone, mailings and emails on condition management, reminders about important screenings, and even one-on-one direct messaging support through a mobile app.



# Powerful programs. Proven results.

Here's a quick look at a few of the care management and disease management programs we provide.



## | Diabetes

**Our team of clinical experts, including on-staff Certified Diabetes Care and Education Specialists (CDCESs), provides personalized support, guidance, and education to help members better manage their diabetes.** This includes assessment of current care plans and addressing knowledge barriers, medication adherence, diet and lifestyle, and routine screenings.

For members who are newly diagnosed or whose diabetes is poorly managed, our **Enhanced Diabetes Education Program**<sup>2</sup> provides an additional layer of support by helping set specific and measurable goals, providing ongoing motivation, and following up more frequently to help keep members accountable and on track.

**For members with diabetes who engage with care management, we've seen<sup>3</sup>:**

32%

**reduction** in emergency department visits

49%

**reduction** in preventable inpatient admissions



**Cost avoidance of**

**\$8,025**

**per engaged member**

## Chronic Kidney Disease

Through our partnership with REACH Kidney Care,<sup>2</sup> we provide a kidney health management program designed to benefit patients along the continuum of kidney disease, specifically targeting members with stage 4 and 5 chronic kidney disease (CKD). **REACH provides one-on-one, individualized care management, both in person and virtually,** to help members navigate their health in a way that best fits their life – all at no cost to members.



## High-Cost Claimants

High-cost claimants are often navigating more than one chronic or complex condition, which can be complicated and overwhelming. But with appropriate intervention and support, they can better adhere to their care plans and lead healthier lives. **The Excellus BCBS High-Cost Claimant (HCC) Team is here to help members with high-cost conditions achieve better outcomes, lower costs, and greater peace of mind.**



Cost avoidance of

**\$10.9 million**

for engaged member<sup>3</sup>

**More than \$513,000**

in medication cost savings/cost avoidance  
as a result of pharmacy interventions in 2024<sup>3</sup>



## I Oncology

A new cancer diagnosis can feel overwhelming and bring a whole host of emotions. Our caring local team of registered nurses, registered dietitians, licensed social workers, pharmacists, physical therapists, medical directors, and respiratory therapists works with members to educate them on what to expect, promotes proper nutrition and treatment compliance, and helps ensure they receive the highest-quality care while limiting out-of-pocket costs.

**Members who engage with our Care Management Team have seen overall improvements in their health and lifestyle.**

37%

**reduction** in emergency department visits<sup>1</sup>

37%

**reduction** in inpatient admissions<sup>1</sup>

**Members who receive a gap-in-care reminder from us via the Quality Care Gap Tool are nearly**

**30% more likely**

**to receive a cancer screening<sup>5</sup>**



## Behavioral Health

With Excellus BCBS, behavioral health services are integrated with medical benefits, driving better coordination and outcomes. Our Care Management Team includes mental health and substance use specialists who are ready to **help members prioritize access to care** while removing barriers and stigma.

We're also improving access to care through new benefits like ThriveWell<sup>SM2</sup>, in partnership with Personify Health – a digital wellbeing tool that provides mental health and stress management resources. Members can also get virtual care for behavioral health conditions through MDLIVE<sup>®</sup>.

**In 2024, members with behavioral health as a primary reason for care management engagement experienced<sup>3</sup>:**



**Cost avoidance of**  
**\$5,950**  
**per engaged member**



## Wellness Programs

**Our workplace wellbeing services help maximize the value of the health plan for employers** and help improve the overall physical, emotional, and financial health of employees. We provide customized wellbeing strategies to drive satisfaction, increase savings, and improve health outcomes while promoting stress reduction and a workplace culture of wellness.

### Workplace wellbeing support:

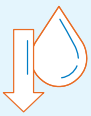
- ✓ **Workplace assessment**
- ✓ **Data review**
- ✓ **Targeted recommendations**
- ✓ **Wellbeing committee development and support**

### Member wellbeing resources:

- ✓ **ThriveWell<sup>SM</sup>**
- ✓ **Headspace<sup>6</sup>**
- ✓ **Blue365<sup>®</sup>**
- ✓ **Advance care planning**
- ✓ **Wellframe<sup>®</sup> app**
- ✓ **Welvie My Surgery<sup>SM2</sup>**

## Member Story

When Michael\* was diagnosed with type 2 diabetes, he was contacted by a registered dietitian on our specialized **Enhanced Diabetes Education Team**. Over the next two months, our team worked with him to cover seven topics, with the goal of helping him better understand and manage his diabetes. Following the education, Michael showed a reduction in blood sugar, formed healthier habits, and experienced greater autonomy in managing his condition.



**Reduction in blood sugar  
from 150 to below 120**



**Smarter snacking and  
increased exercise**



**Decreased overall risk of  
hospitalization or complications**

\* Member name has been changed.



## Proactive programs. Personalized care. Everybody benefits.

At Excellus BCBS, it's our mission to help people in our communities live healthier and more secure lives through access to high-quality, affordable health care. It's what guides every decision we make – and it all starts by putting people first in everything we do. Because when we do that, **everybody benefits**.

**Connect with your broker or account rep to learn more.**

**Visit [ExcellusForBusiness.com](https://www.ExcellusForBusiness.com)**



REACH Kidney Care is a separate company and offers a kidney health management program on behalf of Excellus BCBS.

MDLIVE is an independent company, offering telehealth services in the Excellus BCBS service area.

Personify Health is an independent company and offers a digital wellbeing service on behalf of Excellus BCBS.

Headspace is a preferred partner of Personify Health, offering a meditation app to our members.

Wolvie is an independent company that provides a surgery decision program to Excellus BCBS members.

Wellframe is an independent company that provides a health and wellness support mobile app to Excellus BCBS members.

1 Member reported satisfaction outcomes are based on 2025 CM/DM satisfaction surveys sent at time of case closure and represent Commercial members engaged in Case Management.

2 Embedded for Fully Insured groups/Buy-up for Self-Funded groups.

3 Outcomes data is based on full year 2024 experience for commercial members engaged in CM/DM.

4 REACH Kidney Care data.

5 2024 HEDIS Gap Closure Rates, both brands combined, all LOBs except FEP.

6 Embedded for all Fully Insured Large Group plans with the exception of Minimum Premium arrangements. Buy-up option available for Minimum Premium and Self-Funded group plans.

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