



A HOLISTIC APPROACH TO EMOTIONAL HEALTH.

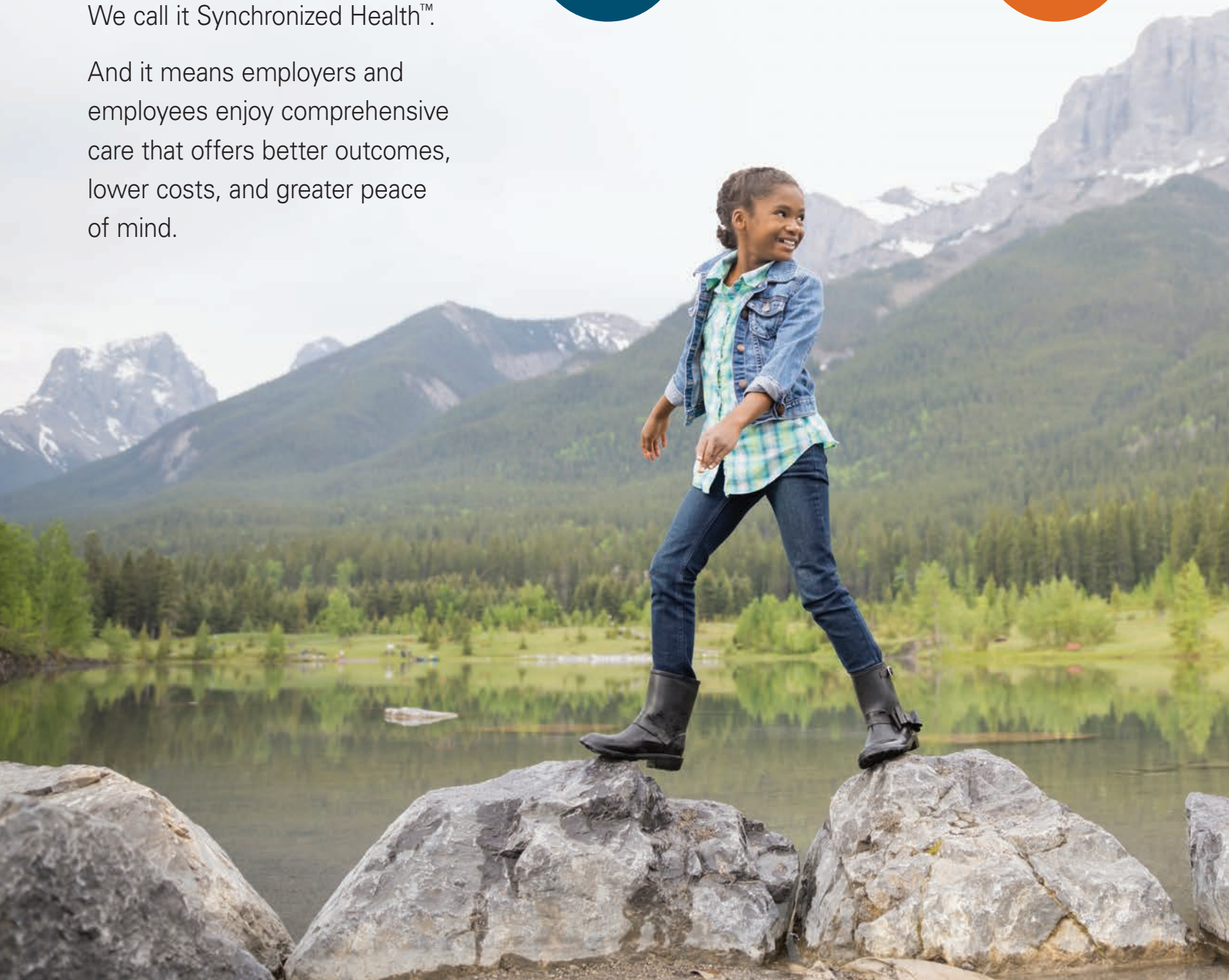
Behavioral Health Management from
Excellus BlueCross BlueShield

MANAGING MORE ASPECTS OF MEMBER HEALTH.

Wellbeing is more than physical health. It's why Excellus BlueCross BlueShield (BCBS) brings people, programs, and tools together to protect members emotionally and financially, too.

We call it Synchronized Health™.

And it means employers and employees enjoy comprehensive care that offers better outcomes, lower costs, and greater peace of mind.





Mental health and substance use issues cost U.S. businesses \$80–\$100 billion each year¹. Managing behavioral health holistically is not only good business, it's what employees want and need — especially those facing new stresses, anxieties, and health challenges.

That's why we tap into data and technology, offering self-management tools members can use that work in concert with targeted personal interventions. So we can reach employees where they are with the appropriate level of support.

Key components of our Synchronized Health approach to Behavioral Health Management:

1

Excellus BCBS Behavioral Health Management Team

On-staff health professionals coordinating care

2

Wellframe® App

Free personalized behavioral health support

3

Telemedicine

Online access to therapists and psychiatrists

4

24/7 Nurse Line

Care and assistance from our nurses anytime

200M

workdays are lost due to mental illness each year²

1. Excellus BCBS Behavioral Health Management Team

OUR TEAM, ALWAYS LOOKING OUT FOR YOUR TEAM.

Our on-staff Care Management team includes behavioral health specialists who can coordinate to deliver the right care for your employees at the right time – whether it's a common condition like depression and anxiety, or a more complex one like schizophrenia or opioid use.



Behavioral Case Manager:

Coordinates closely with all other team members to ensure each employee's specific mental and emotional needs are being met.



Quality Manager:

Ensures the members most at risk are receiving the services and medications necessary to maintain a stable and secure quality of life.



Medical Case Manager:

Works directly with the Behavioral Case Manager to address any physical health needs employees may have to support the whole member.



Licensed Social Worker:

Addresses social and economic barriers that may hinder the member's ability to manage their mental health and/or substance use.



Utilization Manager:

Works with providers to ensure the appropriate level of care is delivered, while facilitating the continuity and coordination of care.



Registered Nurse Care Manager:

Provides coordinated mental health and addiction support, education, and coaching to empower members to self-manage their care.

1 IN 5

are living with mental illness³



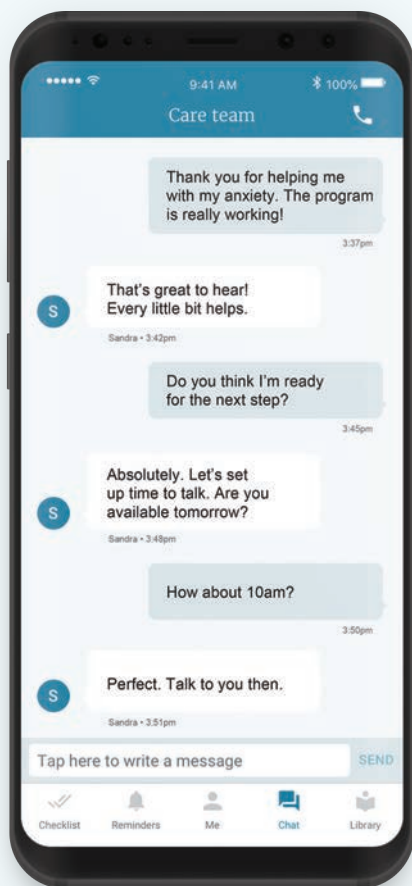
1 IN 10

have substance abuse issues³

2. Wellframe® App

THE EMOTIONAL SUPPORT EMPLOYEES NEED — ANYTIME, ANYWHERE.

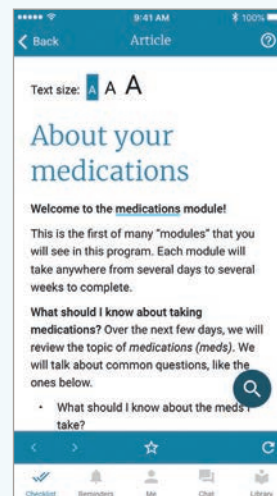
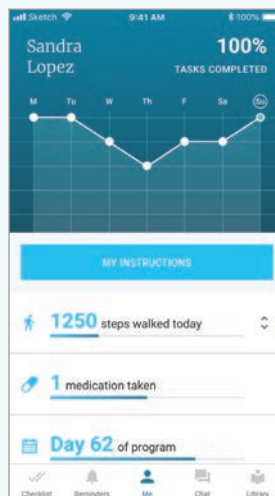
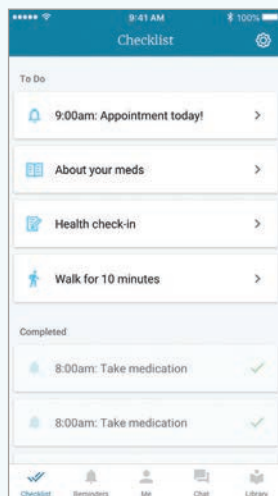
When you live with mental illness or addiction, being able to reach professional support is vital. That's why all Excellus BCBS members receive FREE access to the Wellframe® mobile app.



Get connected to diagnosis-specific programs

Care Managers connect members with Wellframe programs that best fit their needs. In addition to a 30-day Behavioral Health & Wellness Foundation program, Wellframe® offers tailored modules for:

- Depression
- Anxiety
- Bipolar Disorder
- Schizophrenia
- Substance Use Disorders
- Post-Traumatic Stress Disorder



80%

of Excellus BCBS members on Wellframe® have successfully addressed a health issue⁴

Text a Care Manager

Employees can chat privately, securely, and directly with their Excellus BCBS Care Manager. The more your employees interact with Wellframe®, the better we can customize their behavioral health management plans.

Create daily checklists

Care Managers help members create daily "to dos" — including medication reminders, physical activity, educational content, and more.



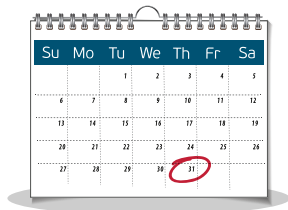
3. Telemedicine

COUNSELING AVAILABLE WHEREVER EMPLOYEES ARE MOST COMFORTABLE.

The benefits of telemedicine go beyond treating non-emergency medical conditions. Now, your employees can also get remote behavioral health support.

Many local providers offer telemedicine visits. Plus, Excellus BCBS members can access MDLIVE™ to connect with a national network of board-certified psychiatrists and licensed therapists anytime for help with:

- Anxiety
- Depression
- Bipolar Disorder
- Stress Management
- Grief and Loss
- LGBTQ Support
- Trauma & PTSD
- Relationship Issues
- Panic Disorders
- Addictions
- And more



Book first-time appointments fast — in days instead of weeks



Get medications prescribed and sent to the nearest pharmacy



Enjoy savings compared to conventional behavioral health care

25%

of Americans have an untreated behavioral condition⁵

\$44B

annual cost of lost productivity due to depression alone⁵

50%

of counties in the U.S. have no mental health professionals⁵

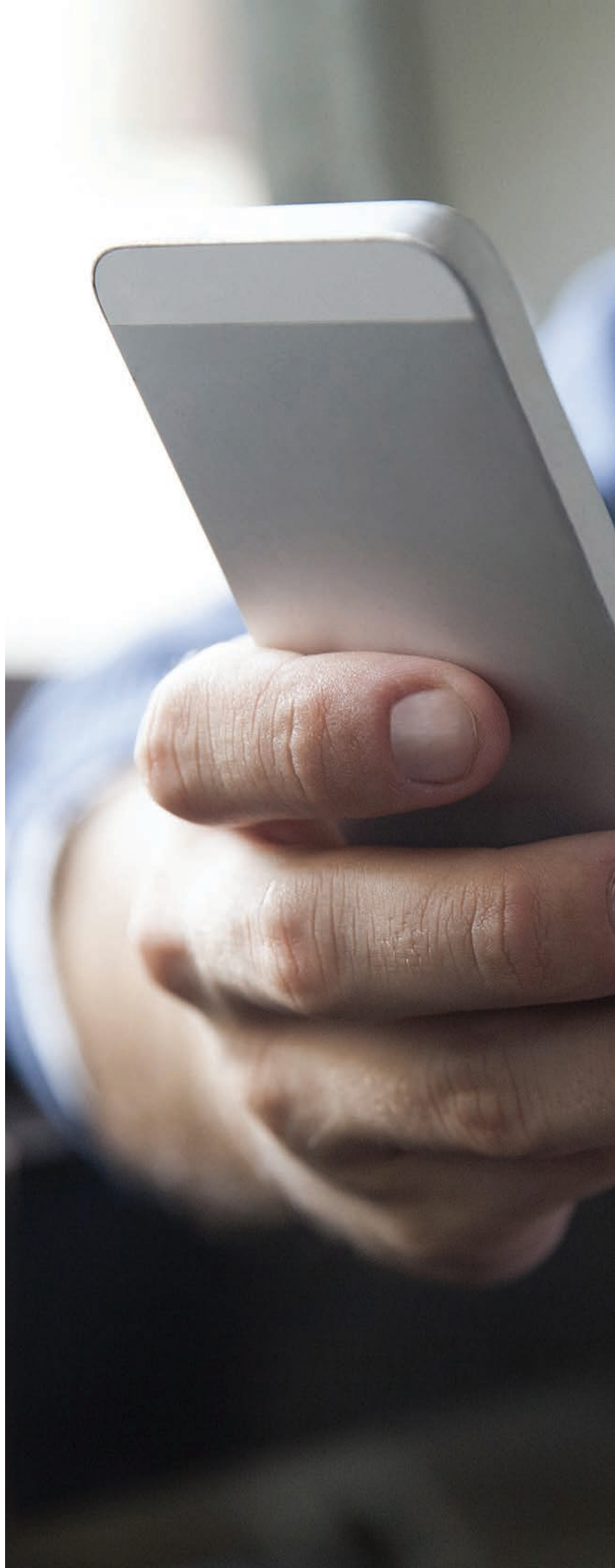
4. 24/7 Nurse Line

A CARING VOICE IS ALWAYS HERE TO CONNECT WITH.

If your employees have a question and don't know where to turn, we offer our 24/7 Nurse Line. Our specially trained registered nurses can provide support and education, and direct members to emergency resources when they're in need — or simply want the comfort of a voice on the other end of the line.

1-800-348-9786
(TTY: 1-800-662-1220)

Does not replace the advice of a medical professional.



WORKING TOGETHER, WE CAN OVERCOME ANYTHING.



Katlyn, one of our Care Managers, introduced Shane, a member struggling with mental health and substance abuse, to the Wellframe® app. They connected almost daily on his progress, plans, and occasional setbacks.



One day, Shane contacted Katlyn after taking heroin. She feared he had overdosed and didn't know where he was. Katlyn helped Shane identify his location and contacted 911.



On his way to the hospital, Katlyn followed up with a text: "Shane, you're a strong person. As you said today, you have an addiction and need help."



Within minutes, Shane responded: "Thank you so much for getting me help!"

To this day, Katlyn and Shane regularly communicate. He's had some struggles but has stayed clean, joined a community outreach group, and got a new job.

“ I’m just so glad I was able to get him what he needed on that day. His recovery is an ongoing battle, as it is for so many. ”

— Katlyn, Excellus BCBS Care Manager

**Discover more ways
Synchronized Health is working
for you and your employees at
ExcellusForBusiness.com**

1. The Cost of Ignoring Mental Health in the Workplace, Forbes.com 2. People Want Their Employers to Talk About Mental Health, hbr.org 3. Data from health.ny.gov 4. 2018 Health Plan data provided by Wellframe® 5. Based on MDLIVE data, 2016

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