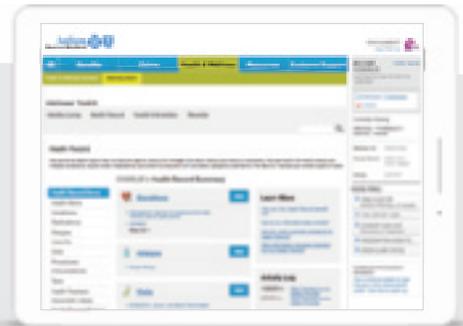


A Member's path to better health starts here

Introducing the new online Health Assessment on anthem.com

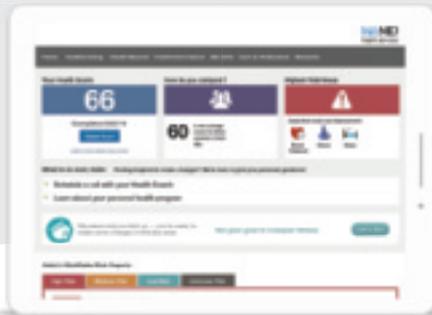


The Health Assessment is private, secure and easy to navigate. Members are guided through the questions and can even use a friendly tutorial if they need help.



The Health Assessment leads your employees to tools that help keep their well-being high and your health costs low.

Promotional items and other incentives can boost Health Assessment participation.



When members complete the new Health Assessment online, they open the door to the Online Wellness Toolkit. The new Health Assessment takes about ten minutes to complete. They'll be asked questions about their overall health, medical history and things like diet and exercise to get a complete picture of their well-being.

Each question helps create an overall view of where their health is today. They'll get a personal report that helps them understand what is going well and where they can make improvements to

their health. If they have health risks, they'll be guided to resources to help build a plan for better health.

This new assessment can help them think about things that influence their health, like diet, stress, sleep patterns and exercise. With this powerful information in hand, members can understand how to get and stay healthy. They'll be guided to other tools and resources in the Online Wellness Toolkit that will help them set goals and stay focused on becoming their healthy best.

If they feel like it's hard to make time in their busy schedule, they won't need to worry since the assessment only takes about ten minutes. And, if they need to step away, they can save their answers and come back to pick up where they left off.

Members can take the first step to better health by completing their Health Assessment today!

Encourage friendly competition between departments by offering rewards for high Health Assessment participation.



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Encourage your employees to unlock the power of the Online Wellness Toolkit by taking their Health Assessment today.

They'll get a personal report and open up tools to help them set and reach their health goals. Members are supported along the way with these powerful tools: the Digital Health Assistant, Personal Health Record, wellness challenges,

Health Trackers, health information and more. They can even sync up their favorite fitness device or app to the toolkit. They'll have everything they need to be their healthy best in one place.

Encourage top-level managers to take the Health Assessment and communicate its benefits.

It's easy for members to get started

Members should register or log in to **anthem.com** today to take their Health Assessment – it's the first step on their path to better health.

Members access the Online Wellness Toolkit using their anthem.com username and password. Then, they will select Health & Wellness to find the Health Assessment. They can take the assessment following easy instructions.

The first time they visit the Online Wellness Toolkit, they will be asked to provide an email address, set up email preferences and choose health topics of interest. Once they complete this step, they can access all tools and resources.

Digital Health Assistant

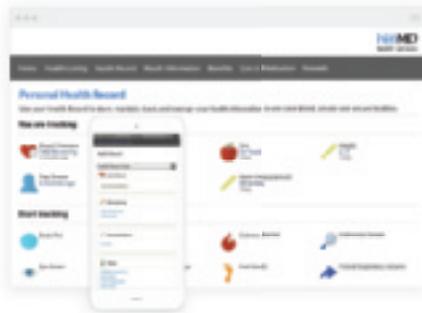
Whether they want to lose weight, quit smoking, manage stress, exercise more or boost their mood, the Digital Health Assistant is their personal online health coach. It helps guide members to better health with small goals they can achieve. It is confidential, easy to use and helps members take action. Since it's online, it's always there when they need it.



Personal Health Record

Their Personal Health Record keeps all of their health information, safe and in one place. The Health Assessment report is automatically added to their Personal Health Record. Members can use Personal Health Record to keep emergency contacts, a list of their medicines or their personal medical history handy and ready to use when they need it.

Additionally, the information they add on their Personal Health Record also feeds back into the Health Assessment to update their score and results page.



Online Wellness Toolkit

When members complete the Health Assessment, they'll open the power of the Online Wellness Toolkit – a one-stop-shop to help them meet their health goals. They'll have the power of one home page to use tools and information to stay motivated on their journey to health:

- Online resources integrated with a personal action plan.
- Anthem and WebMD health programs.
- Health Trackers for diet, exercise, mood, blood pressure, tobacco use and many others.
- Wellness challenges that add some fun to staying healthy.
- Lifestyle Management Centers.
- Health information to keep members up to date on more than 200 health-related topics, conditions and procedures.
- Interactive tools like quizzes, videos, challenges and much more.