



Helping you improve your health

Our team of experienced nurses and social workers can help you stay focused on getting better.

Case management

Case managers will work closely with you and your health care providers to help you manage your physical, behavioral, and social health care needs.

As part of this program, you'll get to:

- Learn more about your illness and improve your health.
- Create a care plan to help you meet your goals.
- Get care coordination.

We're here for you

If you'd like to learn more about case management and care coordination, give us a call. Just call Member Services at 1-855-690-7784 (TTY 711), from 7 a.m. to 7 p.m. Eastern time, Monday through Friday, except holidays.

Our care coordination team will answer your questions about your medications, find doctors nearby, schedule follow-up visits, help you complete your Health Risk Assessment (HRA), help you manage your condition and make sure your care is working for you.



Remember: Case management is voluntary, and you can opt out at any time. It's also at no cost to you. Case management won't change or reduce your benefits.

www.anthem.com/kymedicaid

Anthem Blue Cross and Blue Shield Medicaid is the trade name of Anthem Kentucky Managed Care Plan, Inc., independent licensee of the Blue Cross and Blue Shield Association. Anthem is a registered trademark of Anthem Insurance Companies, Inc.

AKY-MEM-1436-19



Ayudando a mejorar su salud

Nuestro equipo de enfermeras y trabajadores sociales experimentados puede ayudarle a mantenerse enfocado en mejorarse.

Administración de casos

Los administradores de casos trabajarán estrechamente con usted y sus proveedores de cuidado de la salud para ayudarle a manejar sus necesidades de cuidado de la salud físico, del comportamiento y social. Como parte de este programa, usted llegará a:

- Aprender más acerca de su enfermedad y mejorar su salud.
- Crear un plan de cuidado para ayudarle a cumplir sus metas.
- Obtener coordinación de cuidados.

Estamos para servirle

Llámenos si quisiera aprender más acerca de la administración de casos y la coordinación de cuidados. Solo llame a Servicios al Miembro al 1-855-690-7784 (TTY 711), de 7 a.m. a 7 p.m. hora del Este, de lunes a viernes, excepto los días feriados.

Nuestro equipo de coordinación de cuidados responderá sus preguntas acerca de sus medicamentos, encontrará doctores cercanos, programará visitas de seguimiento, le ayudará a completar su Evaluación de Riesgo de Salud (HRA), le ayudará a manejar su condición y se asegurará de que su cuidado le esté funcionando.



Recuerde: La administración de casos es voluntaria y usted puede excluirse en cualquier momento. Tampoco tiene costo para usted. La administración de casos no cambiará o reducirá sus beneficios.

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You have a choice when it comes to your Medicaid plan

Choose Anthem Medicaid. We work with thousands of providers across the state to care for the people of Kentucky for over 80 years.

With Anthem Medicaid, you're covered for doctor visits, prescriptions, and hospital stays, plus **free extra benefits**:

For living well

- **Eyeglasses or a \$50 credit for contact lenses** each year for members 21 and up
- **Dental benefits**, including cleanings, X-rays, exams, fillings, and extractions 
- **Over-the-counter (OTC) drugs**
- Up to \$200 in **gas cards or bus passes** for anyone who completes their HRA
- **Smartphone with unlimited texts and up to 1,000 monthly minutes** 
- **Free laptop** for any graduating high school senior
- **Debit card** to use for wellness items for completing certain checkups and screenings
- **WW[®] voucher** (Formerly called Weight Watchers) 
- **Online Wellbeing Program**
- **ChooseHealthy program** with over 1,000 resource materials including videos, articles, and self-care tools to promote a healthy lifestyle
- **Fitness Coach Program** — access to exercise classes, nutrition resources, and more
- **Family activity coupon book**

- **Home-delivered medically tailored meals** (one delivery of 14 meals) 
- **Fresh fruits and veggies program** for all members 18 and older, with a primary or secondary clinical diagnosis of obesity
- Healthy lifestyle aides, including items such as **blood pressure monitors and hearing aid batteries** 
- **Medicine safety kit**
- **Smoking cessation kit**



Reach your potential

Member Empowerment program

As an Anthem Medicaid member, you have access to our Member Empowerment program to help you manage issues beyond your medical care. Our Engagement Navigators are here to work with you. They can help you learn about benefits and community resources you can use to help set and jump-start your goals.

They'll start by identifying your needs, including:

- Food
- Transportation
- Housing
- Education
- Employment
- Criminal record expungement



You also can receive extra perks that include:



General Education Development (GED) retake test vouchers.



Payment for application and assistance with certification fees for criminal record expungement.



Receive housing support if you are experiencing homelessness or are at risk of becoming homeless.



Gas cards or bus passes

These are just some of the many advantages our Member Empowerment program can offer you and your loved ones.

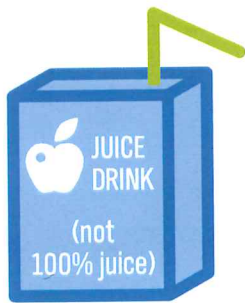
Learn more or enroll today by calling **855-690-7784 (TTY 711)**
Monday through Friday, 7 a.m. to 7 p.m. Eastern time, except holidays.

Rethink your drink

What's really in your beverage?

Many popular drinks have added sugars or sweeteners. Drinks that seem healthy, like fruit juice or sports drinks, can still have a lot of added sugar. Here are some common drinks and their amounts of added sugar.

How much added sugar is in your drink?



23 teaspoons
(97 grams),
305 calories



22 teaspoons
(92 grams),
242 calories



17 teaspoons
(71 grams),
230 calories



12 teaspoons
(50 grams),
125 calories



9 teaspoons
(38 grams),
160 calories



Extra sugar **just adds calories** and doesn't have any nutrients or vitamins.

Drinking one sugary drink a day can mean you're getting double or triple the amount of added sugar that's healthy for your body. Just one sugary drink a day can cause health problems like:

- Weight gain and obesity.
- Heart disease.
- Tooth decay.
- Type 2 diabetes.

Take a look at the label on your drink.
How much sugar are you drinking?

4

A teaspoon has
GRAMS
of sugar.

Helpful phone numbers for Anthem Medicaid members only

Member Services: 1-855-690-7784 (TTY 711) Monday through Friday from 7 a.m. to 7 p.m. Eastern time
 24/7 NurseLine: 1-866-864-2544 (TTY 711)

www.anthem.com/kymedicaid

¿Es consciente de lo que bebe?

¿Qué contiene su bebida realmente?

Muchas bebidas comunes contienen azúcares añadidos o endulzantes. Las bebidas que pueden parecer saludables, como el jugo de frutas o las bebidas deportivas, pueden tener mucho azúcar añadido. **Las siguientes son algunas bebidas comunes y sus cantidades de azúcar añadido.**

¿Qué cantidad de azúcar añadida contiene su bebida?



23 cucharaditas
(97 gramos),
305 calorías



22 cucharaditas
(92 gramos),
242 calorías



17 cucharaditas
(71 gramos),
230 calorías



12 cucharaditas
(50 gramos),
125 calorías



9 cucharaditas
(38 gramos),
160 calorías



El azúcar añadido **solo agrega calorías** y no tiene ningún nutriente o vitamina.

Beber una bebida azucarada por día puede implicar consumir el doble o el triple de la cantidad saludable de azúcar añadido para el cuerpo. Tan solo una bebida azucarada por día puede causar problemas de salud, como los siguientes:

- Aumento de peso y obesidad.
- Caries.
- Cardiopatías.
- Diabetes de tipo 2.

Échele un vistazo a la etiqueta de la bebida. ¿Cuánta azúcar está ingiriendo?

4 Una cucharadita contiene **GRAMOS** de azúcar.

Números de teléfono útiles para miembros de Anthem Medicaid únicamente

Servicios al Miembro: 1-855-690-7784 (TTY 711) de lunes a viernes de 7 a.m. a 7 p.m. hora del Este
 24/7 NurseLine (Línea de enfermería de 24/7): 1-866-864-2545 (TTY 711)

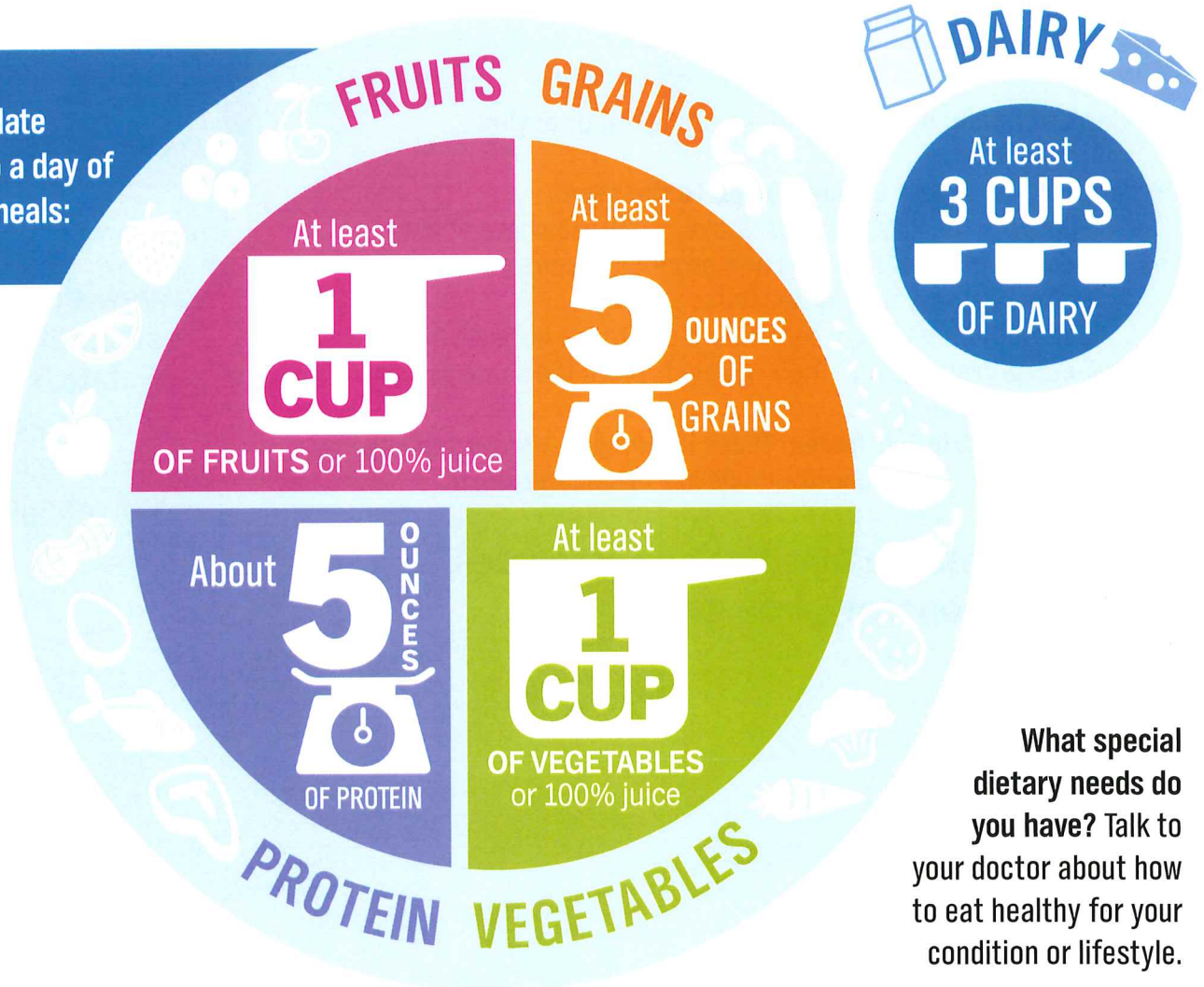
www.anthem.com/kymedicaid

What's on your plate?

Building healthy meals for a healthy you

Along with portion control, there are five food groups essential to a healthy diet.

See how your plate measures up to a day of well-balanced meals:



What special dietary needs do you have? Talk to your doctor about how to eat healthy for your condition or lifestyle.

Make Health Happen

Health Tips

Physical activity

Regular physical activity is one of the best things you can do for overall health.

Getting active has short- and long-term health benefits to make you feel better.

Be active, be healthy

Right away, getting active can:



Lower your stress.



Boost your mood.



Help you focus.



Give you more energy.



Improve your sleep.



Download a free app on your phone. Search for free exercise apps from Google Play™ or the App Store®.

Over time, it can:

- Strengthen your heart and lower your blood pressure.
- Lower your bad cholesterol and raise your good cholesterol.
- Lower your risk for chronic health conditions like diabetes, obesity and some cancers.
- Increase your flexibility.
- Help with weight loss when combined with a lower-calorie, healthy diet.

Taking small steps

You can be more active one small step at a time. Which small step can you start?

- Take the stairs.
- Park farther from building entrances.
- Clean or organize your place.
- Play a sport with family or friends.
- Dig in the yard or garden.
- Go dancing.
- While watching TV, try stretching, doing sit-ups or chair exercises.

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Make Health Happen

Health Tips

If you're living with diabetes, you can make changes each day that can help you enjoy a long, active life.

Keep working with your primary care provider (PCP) on your diabetes care plan. Talk to them about new ways to get active, eat healthy and about your medication plan.

Move more



Any activity you start can help overall health. Choose one easy way below to get moving.

- Find a physical activity I enjoy.
- Move every day, starting with one activity, one day a week.
- Start small with 10 minutes at a time and work up to 30 minutes.
- Learn more about exercises I can do sitting down.

Take medications



Here are some easy ways to stay on top of your meds each day.

- Learn how insulin works in my body — it keeps my blood sugar within a healthy range and helps me feel good.
- Start a routine for taking my insulin or other medicine, like taking it at the same time(s) each day.
- I won't skip any medications, even if I feel well.

Living well
with diabetes
Building
healthy habits



Healthy food is a helpful tool for people living with diabetes. What's one way you can learn more about food and diabetes?

- Find out how food can affect (or change) my blood sugar levels.
- Learn to make healthy foods (lean proteins, fruits, veggies, whole grains).
- Eat around the same time every day.
- Plan meals and snacks ahead of time or before I'm hungry.



Start reading food labels to learn more about what's in the foods I eat.

Check out diabetes.org, choosemyplate.gov and dlife.com to learn more.

Helpful phone numbers for Anthem Medicaid members only

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anthem.com/kymedicaid

AKY-MEM-1658-20

Anthem  
Medicaid

Think vaping is safe? Think again.

You might think using e-cigs through vaping or “juuling” is way safer than smoking. **Let’s get real.**

Three reasons to ditch e-cigs:



1. **Addiction:** Did you know you’re inhaling nicotine when you vape? Nicotine is highly addictive and can cause some serious damage to your brain or lungs. **One e-cig JUUL pod = 20 cigarettes worth of nicotine.**



2. **A gateway to cigarettes.** E-cig users are four times more likely to start smoking regular cigarettes.



3. **It’s toxic:** The flavorings and aerosol cloud from e-cigs have many of the same harmful toxic chemicals found in cigarette smoke.



Skip the vape. Be part of something no generation has done before — **end nicotine addiction once and for all.** This could save millions of lives.

Sources:

CDC, www.cdc.gov/tobacco/basic_information/e-cigarettes
The Truth Initiative, www.thetruth.com

Get help. Know the facts.
Take control.



Want to kick your e-cig habit? Text **“DITCHJUUL”** to 88709.

Learn the real cost of vaping at [instagram.com/therealcost](https://www.instagram.com/therealcost).

Healthier Lives, Stronger Communities

Anthem’s mission to improve lives and communities means we must expect more. Our Elevate | Population Health management model is designed to drive better health and quality of life, while also promoting equity and resiliency in our communities. Our approach to population health addresses the needs of our Kentucky Medicaid members at two levels: as a **population** while also focusing on the **individual** circumstances, health, and well-being of each member.

As shown below, our model elevates health, drives health equity, and builds capacity at the local level through partnerships with community and faith-based organizations to impact the health of communities long-term. Through our continuous improvement approach, we have the flexibility to quickly adjust to the changing needs of our members, communities, and the healthcare landscape. We are also able to build the capacity of programs and interventions at the community and statewide levels to not only make a difference for our members, but for all Kentuckians.

Our Elevate | Population Health Model Drives Health Equity



We carefully evaluate all of our policies, processes, programs, and solutions through a health equity lens. Our commitment and focus is on building strength and resiliency in communities across the Commonwealth.



Analyze State Specific Data: Using public and proprietary data, including member demographic information, we incorporate health disparity specific analyses into our population health model.



Identify Health Disparities: We use the output of our data analytics to identify health disparities by race, ethnicity, gender, geography, or other cultural considerations.



Seek Stakeholder Input: We seek input from members, providers, and the community on root causes and barriers to health equity.



Define Metrics: We identify the key metrics for each intervention that will impact the root cause of the disparity and measure progress.



Develop and Deploy Strategies: Informed by stakeholder and community input, we develop and implement targeted interventions to address the disparity from all aspects of our organization.



Collect and Analyze Data for Evaluation: We collect and analyze data to identify progress against key metrics and opportunities for further refinement and focus.



Adjust Strategies: We continuously seek additional stakeholder feedback, revisit our interventions to make necessary adjustments or improvements, and work to sustain our progress to eliminate the disparity.

For more than 80 years, Anthem Blue Cross and Blue Shield in Kentucky has been committed to the communities in which we live, work and serve.

That is why, following the unprecedented storms that devastated western Kentucky, **Anthem immediately sprang into action** to help meet the extraordinary needs of our fellow Kentuckians.

OUR RESPONSE
Our members, their families, friends and neighbors need assistance now. As a result, Anthem has taken the following steps to ensure they are supported:



CONTACTED 1.9 MILLION

 Anthem Blue Cross and Blue Shield members


DONATED \$5,000

 in support of the Kentucky Cabinet for Health and Family Services' Division of Family Resource and Youth Service Centers response

DONATED \$500,000

 to the Team Western Kentucky Tornado Relief Fund


DISTRIBUTED 10,000 N95 MASKS, 1,000 SOLAR BATTERY CHARGERS AND NEARLY 4,000 TOTE BAGS

 and hundreds of cold weather-related items

MATCHED 100%

 of associates' donations to various disaster relief funds


DONATED NEARLY 4,000

 dental hygiene products

DONATED \$200,000

 to Feeding America to restock food banks

DONATED MORE THAN 1,000

 personal care kits

ADDITIONAL AID AND SUPPORT

- **Ensuring** our members have expedited access to much-needed medical care, medication and social services.
- **Providing** ongoing financial support to local food banks and emergency food supply organizations.
- **Responding** to Kentucky's doctors, hospitals, and professional care providers.
- **Leveraging** Anthem Foundation's \$1 million grant to assist the national American Red Cross program.
- **Establishing** a \$100,000 grant to AmeriCares, enabling deployment of medicine, supplies and other assistance across Kentucky and other impacted states.





Anthem understands rural communities deserve reliable access to health care professionals, services and information.

That is why Anthem launched multiple initiatives to **identify and address health equity and health care disparities** experienced by Kentuckians living in rural areas.

Filling the Gaps in Rural Health Care

Goal: Expanding the pipeline of health care professionals to areas that need them the most.

There is currently a **10-40% vacancy** rate of nursing positions across Kentucky hospitals with rates highest in rural areas.

The Anthem Rural Medicine Scholarships will provide:

- **\$196,000 initial investment** for EKU and HCTC scholarships
- **7,500 Kentuckians** with better primary care access

Improving Health Outcomes for Mothers and Pregnant Women

Goal: Ensure pregnant women and mothers, particularly those who have experienced substance abuse, have the resources needed to support their children and lead healthy lives.

Anthem donated

\$50,000

to Volunteers of America's Freedom House

Digital Technologies Implemented to Increase Access to Care and Benefits



LiveHealth Online
(access a doctor from anywhere via mobile device)



LARK (diabetes prevention)

Sydney App
(Anthem Member account access)



Learn to Live
(mental health)

Online Redemption of Healthy Rewards and most value-added benefits



Community Resource Link

CHES Health
(substance use disorder treatment)

Streamlining Access to Vaccines and Information

Goal: Increase access to vaccines and reliable information about vaccinations. Anthem Kentucky Medicaid teamed up with mobile health care provider Wild Health to bring COVID-19 vaccinations to Kentuckians living in rural areas.

- Hosted **eight vaccine clinics** in hesitant counties throughout the state

Improving Oral Health Hygiene in Rural Areas

Goal: To equip and educate students on better oral health practices by providing them with free toothbrushes and proper brushing technique guides.

- **2,500 dental care kits** delivered to six eastern Kentucky public schools



Anthem understands **maternal and child health** are the link to a stronger, healthier Kentucky.

Maternal and infant mortality rates are among the best measures of the Commonwealth's overall health. It is estimated that more than half of all pregnant-related deaths in Kentucky could be prevented. That's why Anthem is committed to **making sure mothers and children have the support and resources they need.**

Our Comprehensive Approach to Creating Equity in Health Care



Preventing the Spread of COVID-19 Among Kentucky Youth

Anthem also **donated \$100,000** to launch the "High Five for Health" campaign alongside Foundation for a Healthy Kentucky in January 2022. The campaign focused on increasing COVID-19 vaccinations rates for children ages 5 to 11.



Improving Health Outcomes Through Doulas

Doulas have been shown to improve birth outcomes, address disparities in maternal health care and mitigate health-related social needs.

Women who used doulas showed:

- **65% reduction** in requiring a C-section
- **85% reduction** in behavioral health diagnosis (post-partum anxiety or post-partum depression)

Anthem donated **\$300,000**

to support doula services in Fayette and Jefferson counties, partnering with the following organizations:

Mama to Mama
Birth Haven
Hope's Embrace

Increasing Access to Prenatal, Perinatal and Postnatal Care

Anthem is working to address racial disparities and remove barriers to care. These efforts include financial contributions to organizations that support new and soon-to-be mothers. To date, Anthem has **donated \$80,000 to open eight diaper closets** for mothers and families across the Commonwealth.

Anthem offers member incentives for completing certain doctor visits for children and pregnant women, and additional benefits like free diapers, Boys and Girls Club memberships, free breast pumps and a crib or car seat.

Anthem KY Medicaid Priority: Increase childhood immunizations and increase prenatal care.

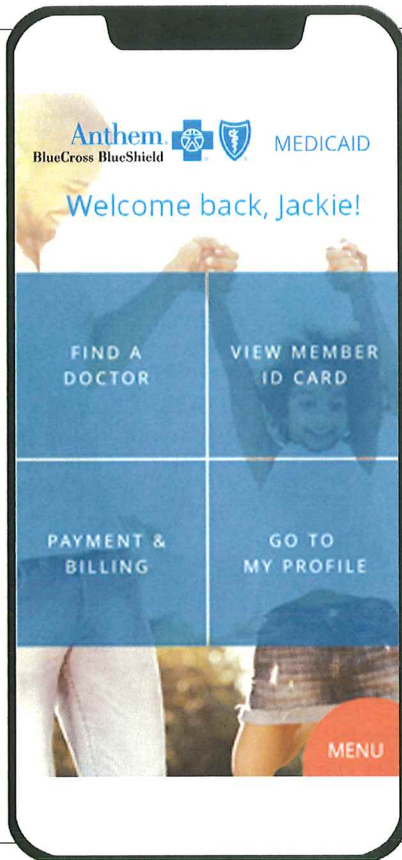


Anthem is using innovative digital solutions to reduce barriers and increase engagement to improve health equity in rural areas of Kentucky.

Making Health Care More Convenient

With the **Anthem Medicaid mobile app**, members can:

- Log in securely with Touch ID
- Access telehealth services
- Find a doctor, hospital, pharmacy or specialist
- Have their member ID card always with them
- Access Anthem's symptom checker
- Call a registered nurse to talk in private
- View claims
- Manage prescriptions



Connecting Members to Social Services Where They Live

Community Resource Link is an online tool that offers a convenient way for members to find and access a whole host of relevant social services near them. The tool also provides intake and screening for nonprofits and providers.

Fostering an Online Community to Help People Recover from Substance Use Disorder (SUD)

The **CHES Connections** app is staffed by certified peer recovery specialists with experience in SUD to help patients build healthy habits, reduce isolation and celebrate achievements.

Patients have access to:



24/7 support



Video support meetings



Moderated group discussions

Behavioral health providers can:



Set appointment reminders



Send secure messages



Track patients' progress