



Your LiveHealth Online Promotion Toolkit

Use the provided marketing plan and collateral portfolio to promote LiveHealth Online to your employees.



LiveHealth[®]
O N L I N E



By using LiveHealth Online, your employees can visit with a board-certified doctor through live video on their smartphone, tablet or computer with a webcam. It's an easy and convenient way for your employees to get the care they need whether they're at work, home or anywhere in between. All they have to do is sign up to access:

- **Board-certified doctors.** Doctors can assess their condition, provide a treatment plan and even send a prescription to the pharmacy they select if needed.¹ English-speaking doctors are available on demand 24/7 with no appointments or long wait times through LiveHealth Online Medical.
- Spanish-speaking doctors are available by appointment seven days a week using Cuidado Médico on LiveHealth Online. Same-day appointments are available in most states.²

Promoting LiveHealth Online will help your employees and your business!

Here's how our members feel about LiveHealth Online:*

- 94% were satisfied with their visit
- 96% were satisfied with their doctor
- 73% saved two hours or more by using LiveHealth Online

And they can save an average of \$201 per visit when LiveHealth Online is used instead of other care options.**

* LiveHealth Online 2016 post-visit survey data.

** Results based on internal LiveHealth Online study during 2014 and the first quarter of 2015.

Encouraging early registration will lead employees to use LiveHealth Online in their time of need.

In fact 30% of people who register go on to have a visit within the same year.⁴ Follow these three easy steps to increase registration and use among your employees:

Step 1 Introduce employees to LiveHealth Online using the email templates provided on the right.

Step 2 Post our doctor by your side and testimonial videos on your employee intranet site or share them during a meeting. They're a great way to help employees see how LiveHealth Online works and how it's helped people just like them get the care they need quickly and easily.

Step 3 Integrate LiveHealth Online messaging within your employee communications, such as your intranet site, open enrollment materials, health fairs and more! It's easy to do using the posters, fliers and FAQs.

Use this portfolio of materials we've created for easy promotion.



Emails



Fliers



Posters



Videos



Frequently asked questions





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¹ Prescription availability is defined by physician judgment.
⁴ Based on LiveHealth Online utilization trends from top 10 national clients.

LiveHealth Online is the trade name of Health Management Corporation, a separate company providing telehealth services on behalf of Anthem Blue Cross and Blue Shield.

Anthem Blue Cross and Blue Shield is the trade name of: In Colorado: Rocky Mountain Hospital and Medical Service, Inc. HMO products underwritten by HMO Colorado, Inc. Copies of Colorado network access plans are available on request from member services or can be obtained by going to anthem.com/co/networkaccess. In Connecticut: Anthem Health Plans, Inc. In Georgia: Blue Cross and Blue Shield of Georgia, Inc. In Indiana: Anthem Insurance Companies, Inc. In Kentucky: Anthem Health Plans of Kentucky, Inc. In Maine: Anthem Health Plans of Maine, Inc. In Missouri (excluding 30 counties in the Kansas City area): RightCHOICE[®] Managed Care, Inc. (RIT), Healthy Alliance[®] Life Insurance Company (HALIC), and HMO Missouri, Inc. RIT and certain affiliates administer non-HMO benefits underwritten by HALIC and HMO benefits underwritten by HMO Missouri, Inc. RIT and certain affiliates only provide administrative services for self-funded plans and do not underwrite benefits. In Nevada: Rocky Mountain Hospital and Medical Service, Inc. HMO products underwritten by HMO Colorado, Inc., dba HMO Nevada. In New Hampshire: Anthem Health Plans of New Hampshire, Inc.; HMO plans are administered by Anthem Health Plans of New Hampshire, Inc. and underwritten by Matthew Thornton Health Plan, Inc. In Ohio: Community Insurance Company. In Virginia: Anthem Health Plans of Virginia, Inc. trades as Anthem Blue Cross and Blue Shield in Virginia, and its service area is all of Virginia except for the City of Fairfax, the Town of Vienna, and the area east of State Route 123. In Wisconsin: Blue Cross Blue Shield of Wisconsin (BCBSWI), underwrites or administers PPO and indemnity policies and underwrites the out of network benefits in POS policies offered by CompCare Health Services Insurance Corporation (CompCare) or Wisconsin Collaborative Insurance Corporation (WCIC). CompCare underwrites or administers HMO or POS policies; WCIC underwrites or administers Well Priority HMO or POS policies. Independent licensees of the Blue Cross and Blue Shield Association. ANTHEM is a registered trademark of Anthem Insurance Companies, Inc.