

EMERGENCY ROOM UTILIZATION

Helping employees get the right care
when they need care right away.

(Hint, it's not always the Emergency Room.)



Reducing costs by reducing unnecessary ER trips.

We all experience times when we need medical care right away. Unfortunately, we don't always choose the most appropriate place to get that care.

The truth is, not every “need care right away” event needs to be treated in the ER. With Anthem Blue Cross, your employees have lots of health care options — options that can save them time, save them money, save them worry, maybe even save them from having to leave the house.

66% turn to the ER first when their doctor's office is closed.¹



25% of Anthem members turn to the ER first, no matter the time of day.¹



Anthem offers a broad network of care sites like urgent care centers, walk-in doctor's offices and retail health clinics that can handle up to 27% of our members' current ER visits.² And if we reduce unneeded ER visits we can cut health care costs by \$4.4 billion a year.²

Together we can help your employees make the choice that, first and foremost, is the most appropriate for their health care needs — but also the choice that helps them better manage their co-pay, deductible and other health care costs, better manage their time, and get the most out of their health care.



Unnecessary ER visits generate \$1.2 million in expenses every single day,³ and it costs Anthem members more than \$1 billion every year.⁴



Sources: 1. 2014 Voice of the Customer Quick Care Alternatives Communication Survey.
2. Weinick RM, Burns RM, Mehrotra A. Many emergency department visits could be managed at urgent care centers and retail clinics. Health Aff (Millwood.) 2010;29:1630-36 Health Aff September 2010 29:91630-1636;doi:10.1377/hlthaff.2009.0748
3. Anthem Internal cost of care analysis 2010. Anthem evaluated cost savings opportunities associated with avoidable ER use. The analysis lead to the development of the ERUMI program and its deployment to Anthem's fully insured book of business in 2011.
4. 2015 Anthem ER Utilization Report.



Getting the right care when employees need care right away.

When an employee's life or health is in serious danger, there's only one option — the emergency room. But for those times when the situation isn't life-threatening but still needs immediate care, there are lots of options that can be more convenient, less expensive and more appropriate.



An Urgent Care Center is a walk-in clinic staffed by doctors who treat conditions that should be looked at right away, but aren't as severe as emergencies. Doctors in an urgent care often do X-rays, lab tests and stitches.



A Walk-In Doctor's office is convenient option to an ER visit because employees don't have to be an existing patient or have an appointment to receive care. These offices handle most routine care and common illnesses.



A Retail Health Clinic is a clinic where medical professionals provide basic medical care. These clinics are almost always located in retail stores, supermarkets and pharmacies.



LiveHealth Online is a 24/7 service that connects your employees with board-certified doctors through a two-way, live video chat from their smartphone, tablet or computer with a webcam. The doctor can answer questions and diagnose many common problems, like a sore throat, the flu or allergies. In less than 10 minutes, your employees can get medical advice, a diagnosis and even a prescription.

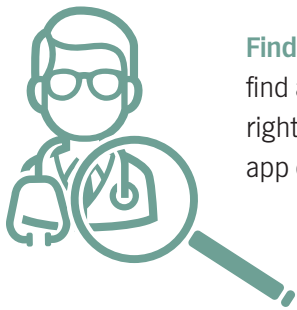
Comparing the costs of care options.*	
Urgent Care Center	\$143
Walk-In Doctor's Office	\$124
Retail Health Clinic	\$72
LiveHealth Online	\$49
Emergency Room	\$1,404

*These rates are national averages of the total cost, not what members paid. Actual cost may vary depending on plan and where a member goes for care.

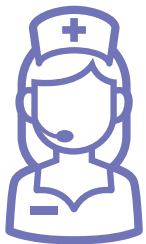
Get employees trusted advice from Anthem without leaving home or work.

We totally understand why so many employees end up in the ER, even though there are other care options that make more sense for them — they're simply not aware of all their options. A member may think the ER is the only place that can handle his or her condition, or that they can't get a same day appointment anywhere else. So when their biggest concern is getting care right away, they often head straight to their nearest emergency room.

With that in mind, Anthem has created programs and resources that help every Anthem member assess their situation and make a more informed and confident decision — either in the moment or, better yet, in advance of a future “right away” moment.



Find A Doctor helps Anthem members find a place in their network to get care right away by using the Anthem Anywhere app or logging into our website.

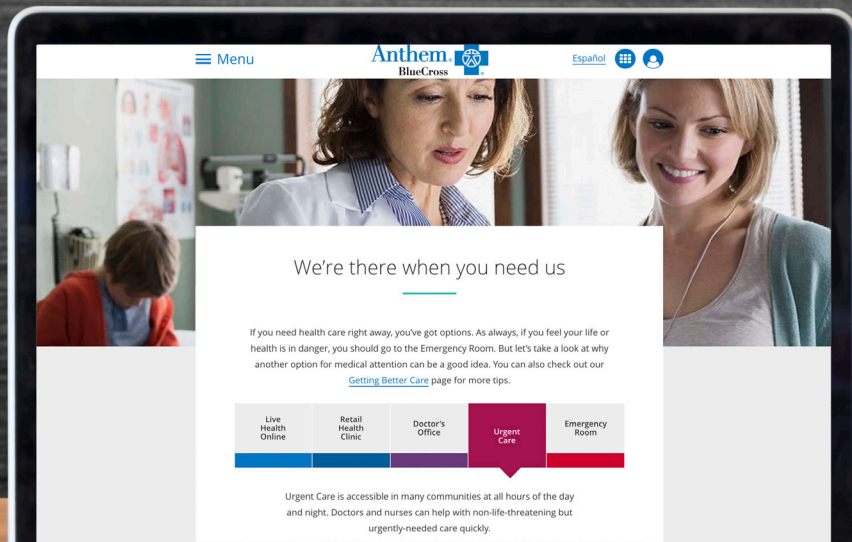


24/7 NurseLine puts members directly in touch with a live, registered nurse who's prepared to offer reliable health care advice and guidance on choosing the right level of care. Members can easily reach a nurse, day or night, by calling the toll-free number on their ID cards.



Anthem helps employees stay out of the ER.

Just like you, we want your employees to get all the emergency care they require. We also want to make sure your employees are only getting emergency care when they actually need it. With all that in mind, we're working hard to keep employees informed before they make a care decision and sometimes we follow-up when they could have utilized a better option. Here's how:



Where to Get Care is a feature on the member homepage of [anthem.com/ca](https://www.anthem.com/ca) that shows your employees in an easy-to-read chart which care options work best for them based on their medical needs, time availability and cost. We list the specific medical conditions that are treated at each location, making it clear when and if they need emergency care or if their condition can be handled somewhere else. We also break down these facilities by cost or time commitment. This is an ideal tool for employees to use before making a treatment choice.



Quick Care Options is an ongoing education program designed to reduce unnecessary ER trips by helping members understand the full range of options they have through their health plan. Anthem will send a message to employees through their Explanation of Benefits statements or through phone calls if the service they received at the ER could have been handled somewhere else.



Together, getting the word out.

Unnecessary ER visits have a significant effect on health care costs. And helping your employees understand this issue will pay dividends for everyone involved. So we want to do whatever's possible to help you highlight this problem with your employees.

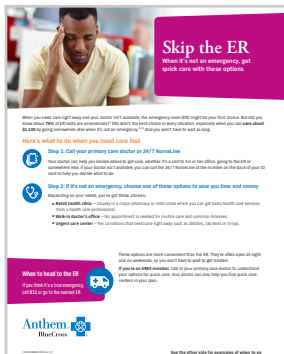
We've started by attaching links to a variety of communications tools, including an ER education video, a short flier and a poster. Please incorporate these materials into your employee communications such as on an intranet, employee newsletter or in high-traffic areas in your workspace such the break room or lunch room.

Here are the links:

Download the video:



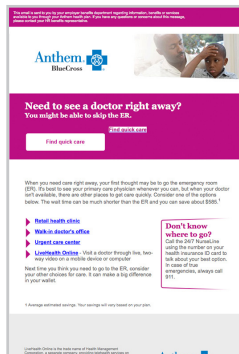
Download the flier:



Download the poster:



Download the email:



You can also promote the other resources to help members make a better decision:



24/7 NurseLine



LiveHealth Online



Click to open or save this email template, and send using your email server and distribution list.

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