

# Sydney Health



February 6, 2020

Presented by: Mohit J. Patel - Product Development Director

Anthem<sup>®</sup>

# Introduction, Reminders and Helpful Information

- This guide is for version 2 of the Sydney demo
- This guide provides guidance on how to demo Sydney to clients, brokers, consultants and members
- A few things to keep in mind:
  - Please keep in mind that examples illustrative only for demo purposes.
    - Specific features within Sydney will depend on programs a group has elected as well as the final development roadmap.
  - Navigation throughout the Sydney application is intuitive to understand. Playing with the app will help you become comfortable with providing demos and answering questions.



**Hint: When you click on any portion of the screen, ‘click hints’ will show you the active areas of the demo that you can click on. These show up in a lighter blue overlay. This gives you a quick way to explore each screen without needing to memorize or document each scenario. Just play around!**

# Reminder: Sydney 2020- Available to all CA Commercial Members

Providing the features to replace the Anywhere Apps (9/1) and Engage Basic/Standard (starting 1/1/20)

Feature Category	Description	App Features 9/1/19	Engagement Features 1/1/20
ChatBot (Conversational AI)	Artificial intelligence powered conversational bots leveraging messaging to automate communication, and deliver a highly personalized, collaborative consumer experience at scale – starting with core capabilities such as navigation, claims, benefit, accumulators and ID cards	<b>X</b>	
Access to important plan details	Benefits Summary, Accumulators, ID cards, Claims, Transparency, Care Gaps, Spending Accts, Rx, Specialty	<b>X</b>	
Care Team	Provides members with all their doctors under one roof—with claims, contact and other important info for all of their providers.	<b>X</b>	
My Family Health Record	Download, save and share your health records across multiple providers	<b>IND/SG/ Medicare</b>	<b>LG/ANA</b>
Clinical Programs	Provides members awareness and engagement in purchased clinical programs		<b>X</b>
Member Data Personalization	Personalization of H&W + Clinical Programs, Goal Programs and instant insights based on AI (claim history, risk models, device integrations, demographics, member interests and other data)		<b>X</b>
Goals (Wellness)	Goals and Progress Dashboard. Surfaced to everyone and also targeted based on member data. Gamification for sustained engagement.		<b>X</b>
Device Integration	Allows for data collection from devices for the purposes of providing insights and action plans		<b>X</b>
Engagement Outreach	Welcome Email, Kudos, Nudges, Alerts, reminders		<b>X</b>
H&W Content	Articles and videos with latest news and clinical content surfaced based on data personalization.		<b>X</b>
Non-Monetary Incentives	Gamification for sustained engagement		<b>X</b>
Live Health Online	Tele-health services 24/7 – getting expert advice, a treatment plan and prescriptions if needed		<b>X</b>
My Health Dashboard	Interactive ‘hub’ that contains clinical and wellness program, content and goals		<b>X</b>

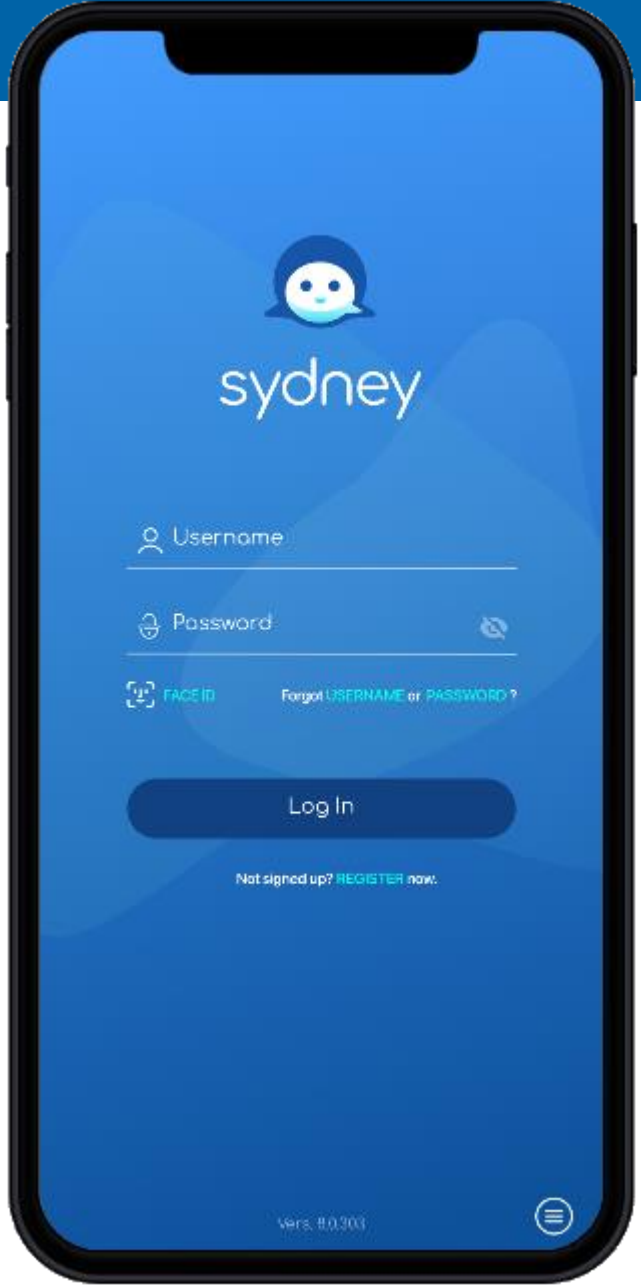
# Getting Started – Sign-on

**Tips:**

- To find Sydney in the app/play store, members can search on Sydney, Sydney Health or Anthem. They are looking for an icon that looks like this:



- From here you can simply click “Log In” to start the demo



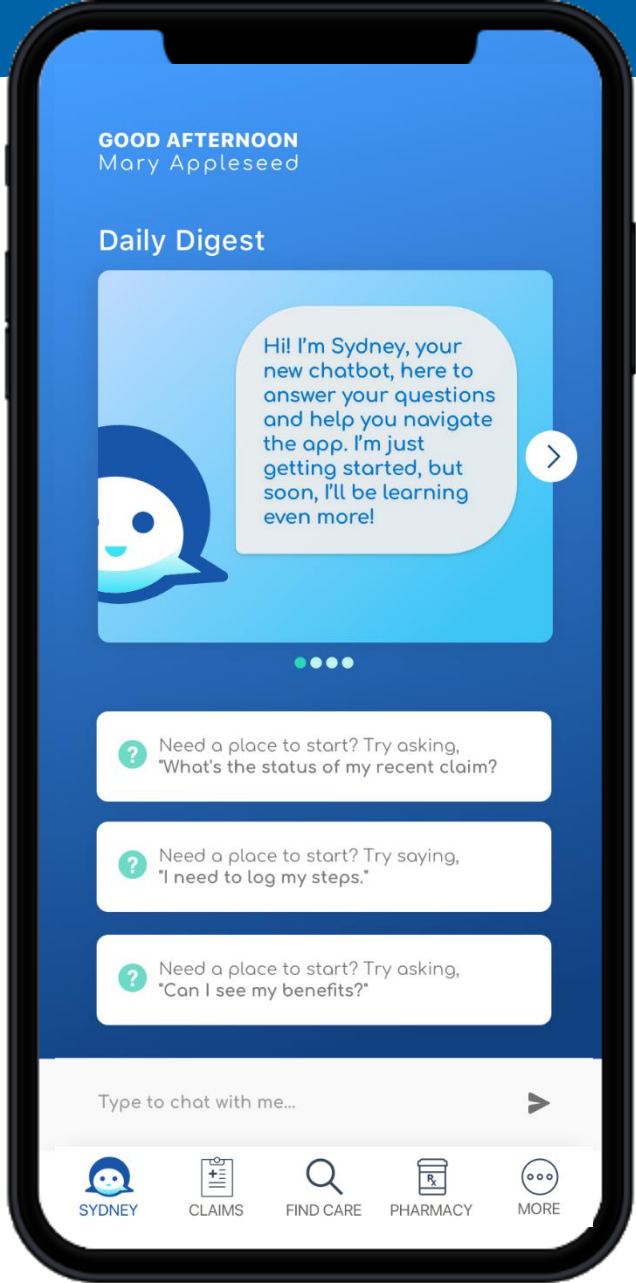
# What makes Sydney, Sydney?

**Tips:**

- Start the demo on the Daily Digest Screen. Why?
  - This is what the member will see when they first log-on. Starting here provides the same effect as the member experience.
  - This is what makes Sydney, Sydney.
  - This is a good time to call-out the bar at the bottom of the screen. This appears from any of the menu items and gives member's a quick way to get back to Sydney if they need help and/or go back to the main menu. Buttons from claims, find care and pharmacy are also presented as these are 3 of the most common things members use in the current app.

**Key Highlights:**

- The daily digest brings Sydney and the power of AI to life for a member
- Sydney takes multiple member data points like claims, demographic information, interest surveys, benefits and participation in clinical and wellness programs to allow Anthem to serve every member as a population of 1.
- The examples in the daily digest right now are high-level (click on the arrow to move through the panels) but as Sydney learns more about a member, these panels will become hyper-personalized to the member
- The other piece of Sydney that makes this app special is the “text to chat” (i.e. chat bot) at the bottom of the screen. Sydney will prompt the member based on recent activity but a member can also free type what they need and Sydney will serve up that information. Click on the text box at the bottom of the screen.

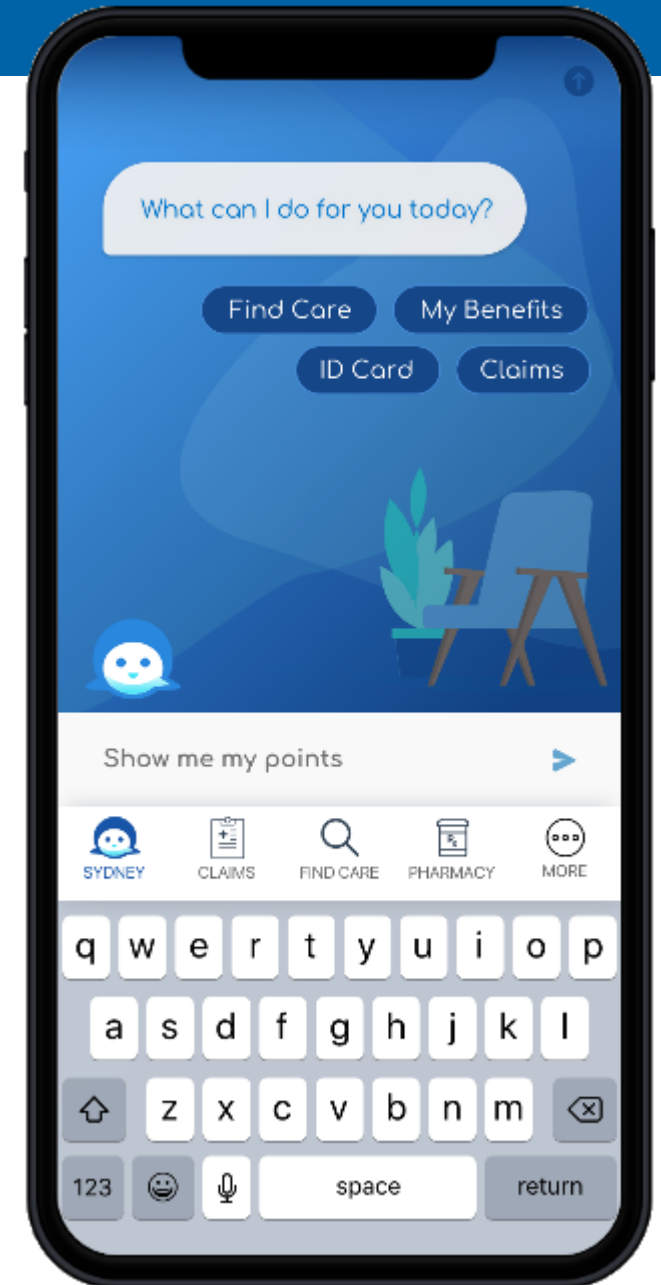


## Tips:

- As this is a demo, several options for showing the Sydney chat experience are provided. A member will be able to free type into the chat box and Sydney will look for key words to find the information for the member.
- You don't need to necessarily go through all examples but the chat experience guides members to the information they need to make it easier for them to manage their care.

## Key Highlights:

- Sydney chat will become more and more precise as the AI learns more about our members
- In the chat box, a chat has been started for the demo. [Click on "Show me my points to start the chat experience for finding points."](#)
- You will see that not only does Sydney show the member their current points but also tries to predict what they may want to see next by bringing up the options for "Badges", "Incentives" or "Rewards" . [Click on one or more of these options to show that the chat experience continues until the member has received the information they were looking for.](#)
- If you want to show additional examples, you can also use the pre-populated examples at the top of the screen for "Find Care", "My Benefits", "ID Card" or "Claims"
- [Click on one of the demo options at the top of the screen](#) and allow the Sydney experience to play-out.
- Once you have allowed an example to play-out, [click on the arrow in the upper right hand panel of the screen or the Sydney icon to go back and demo another option.](#)
- We want to minimize members frustration. Therefore, if a member types a question into the chat and it isn't something that Sydney can do, Sydney will take the member to the "contact us" page



# The Sydney main menu

### Tips:

- Members can explore Sydney on their own (vs using Sydney chat) from the main menu by clicking “More” from the menu at the bottom of any experience.



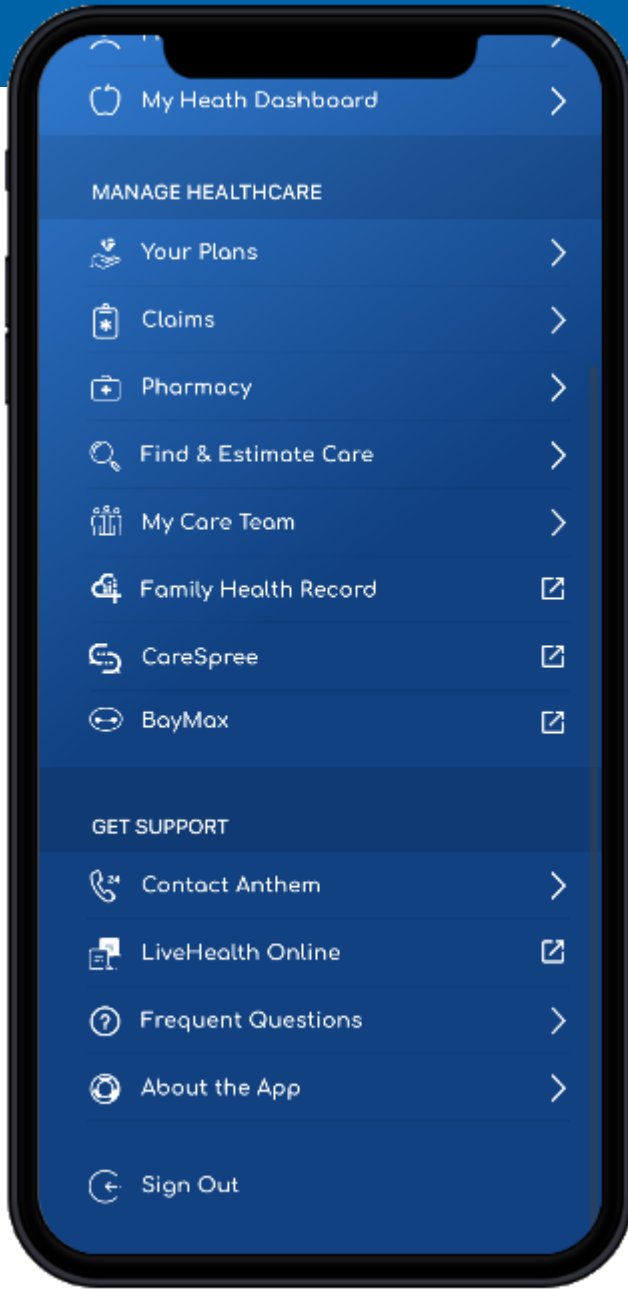
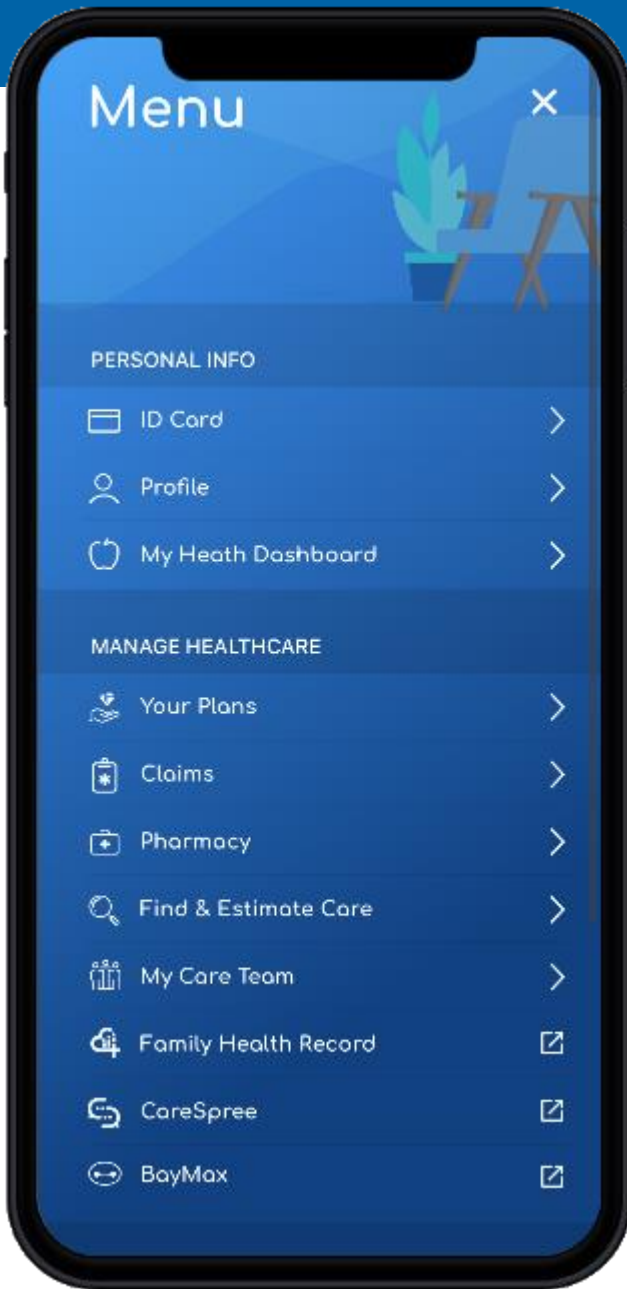
- Keep in mind that not all functionality is available to all groups or now. Please see slides 5-8 for more information.

### Key Highlights:

- Everything members had access to on the Anywhere Apps was available on 9/1 when Sydney launched - but faster and more seamless with new tools to make the member experience easier.
- Sydney was designed and built to optimize Anthem benefits. Sydney is on the Anthem platform so as claims are processed, dependents are added or prescription refills are processed – Sydney provides the member with this information in real-time.
- Note: this menu shows Find & Estimate Care as one menu item. The 9/1 experience has this as two menu items. The transparency experience will be integrated for 1/1.
- Reminder: MyFHR is available now SG, IND and Medicare members. LG and ANA will receive this feature on 1/1.

### 2021 functionality call-outs

- Carespree is only available in NY for 2020, future expansion TBD
- BayMax shows how 3<sup>rd</sup> parties may be integrated in the future

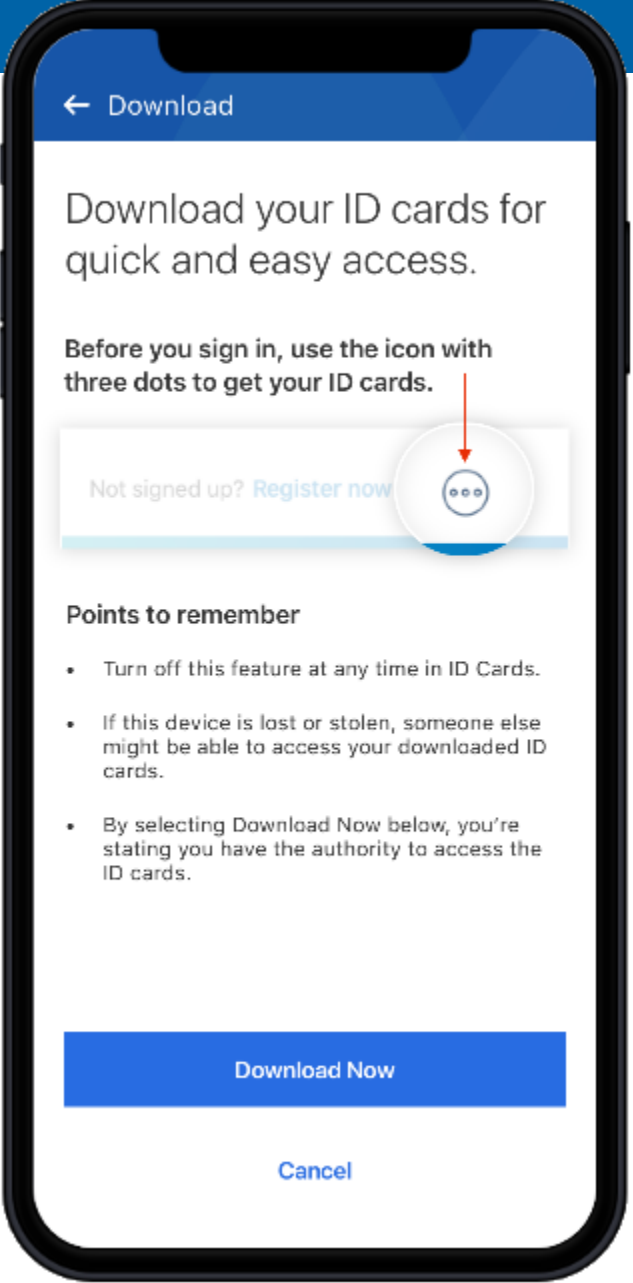
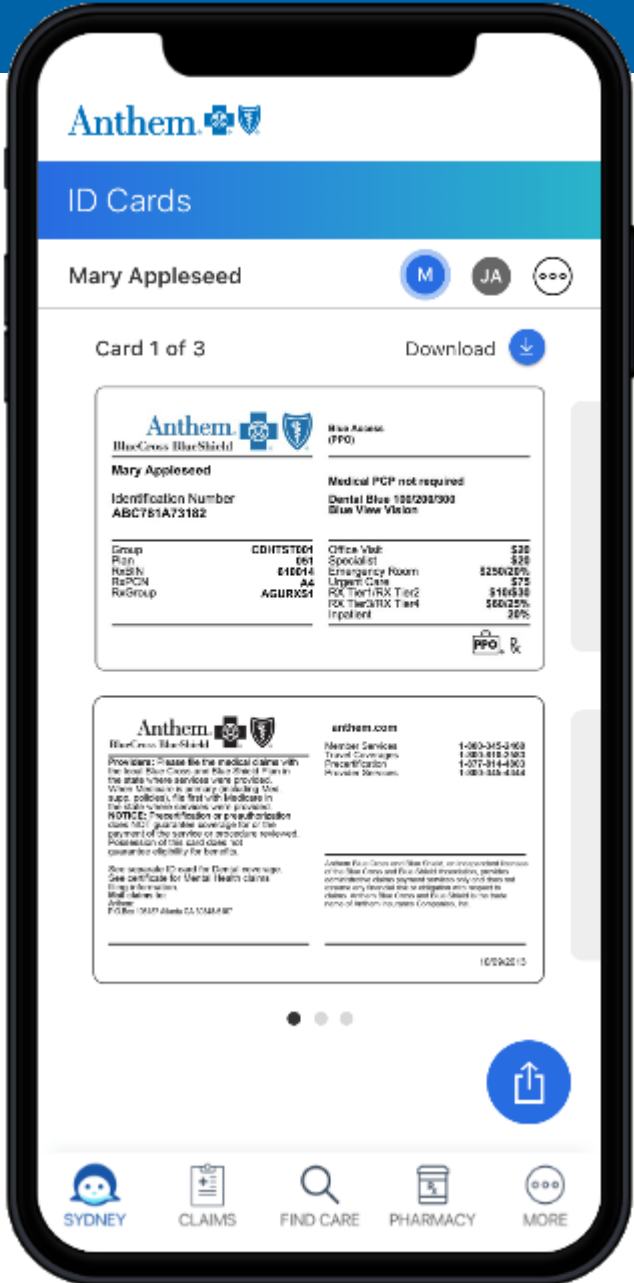




# Member ID Card

- Tips:**
- Click on "ID Card" from the main menu

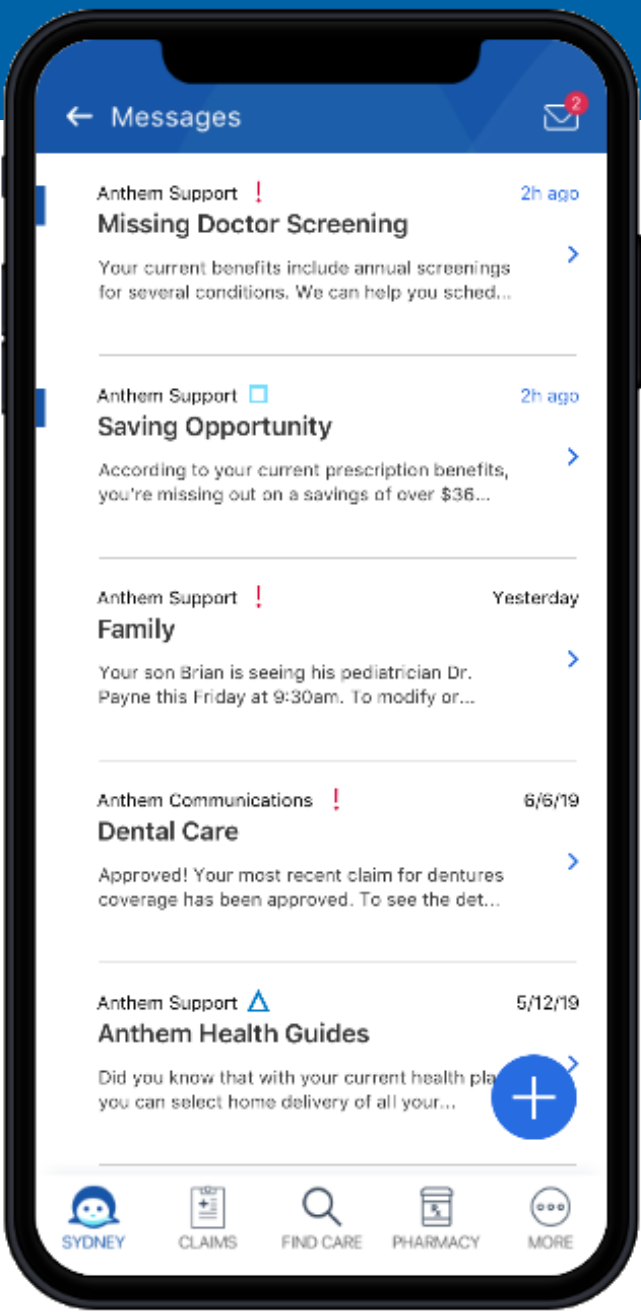
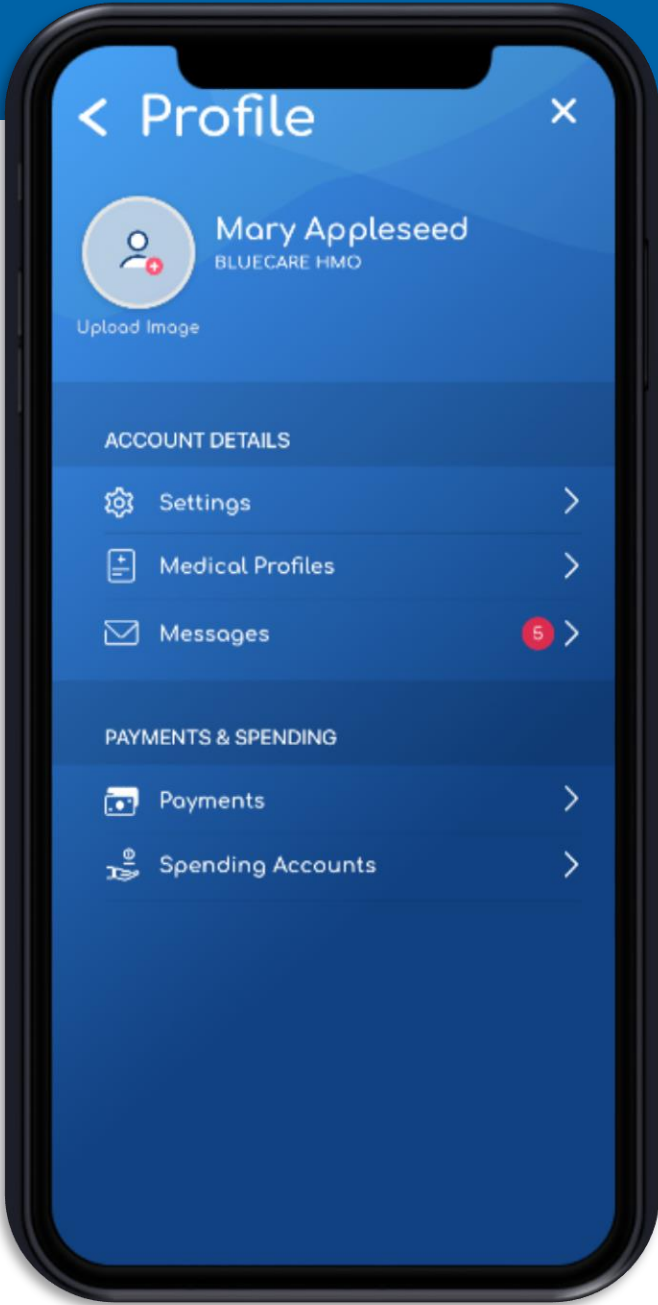
- Key Highlights:**
- Members can easily toggle between their ID card and their dependent's ID cards
  - Click on the download button in the upper right hand side of the screen to show
  - Using the big blue arrow at the bottom of the screen, you can see that members can share their ID card via email, print or right from Sydney
  - Optional, the demo allows you to show the email, fax and download experiences. Click on the email and fax icons to show how you can email or fax your ID card right from the app. Click on the download button to demonstrate how the member's id card can be downloaded and saved for later.



# Profile

- Tips:**
- Click on “Profile” from the main menu
  - Note: The payment feature that is shown here is for premium payments from individual members

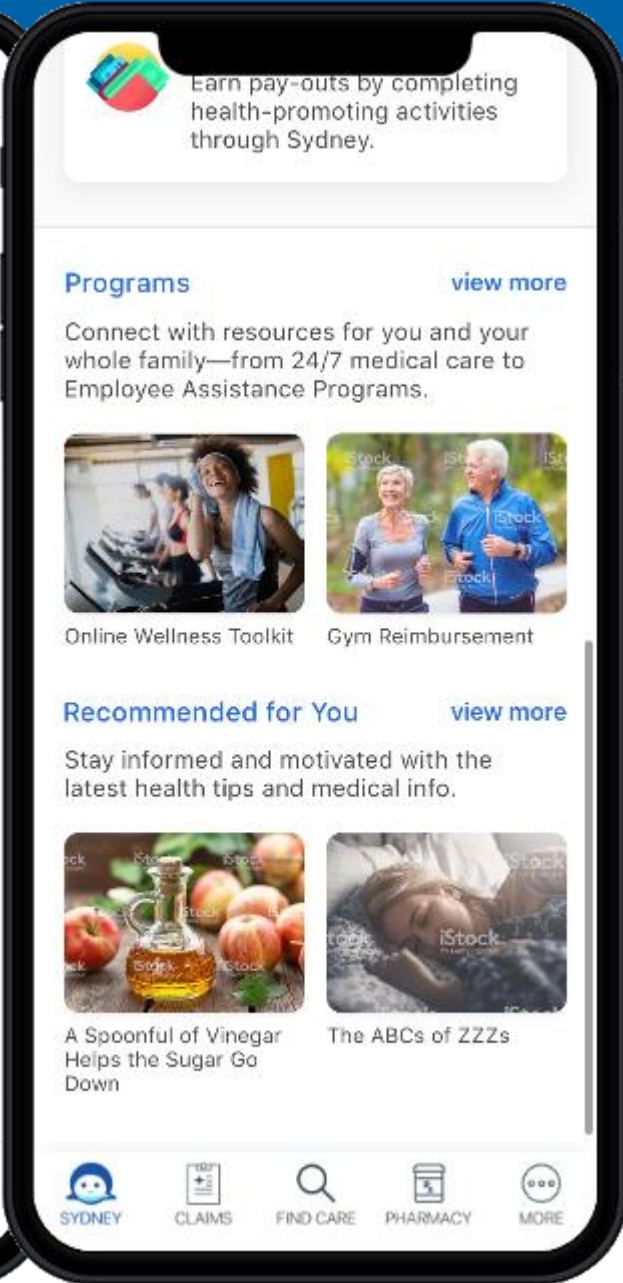
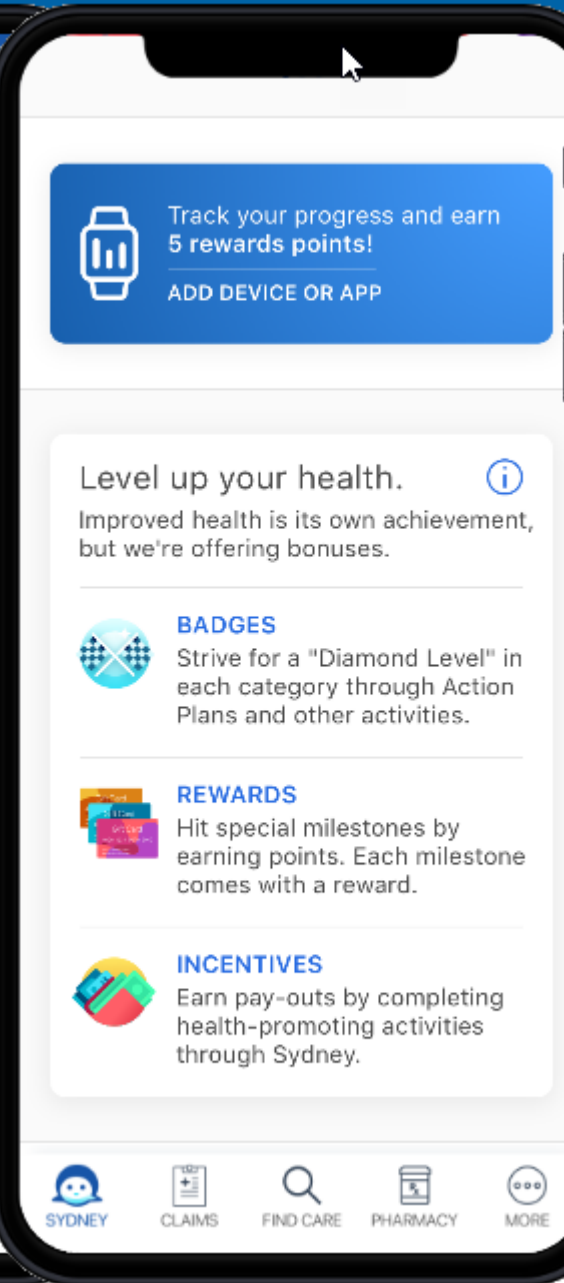
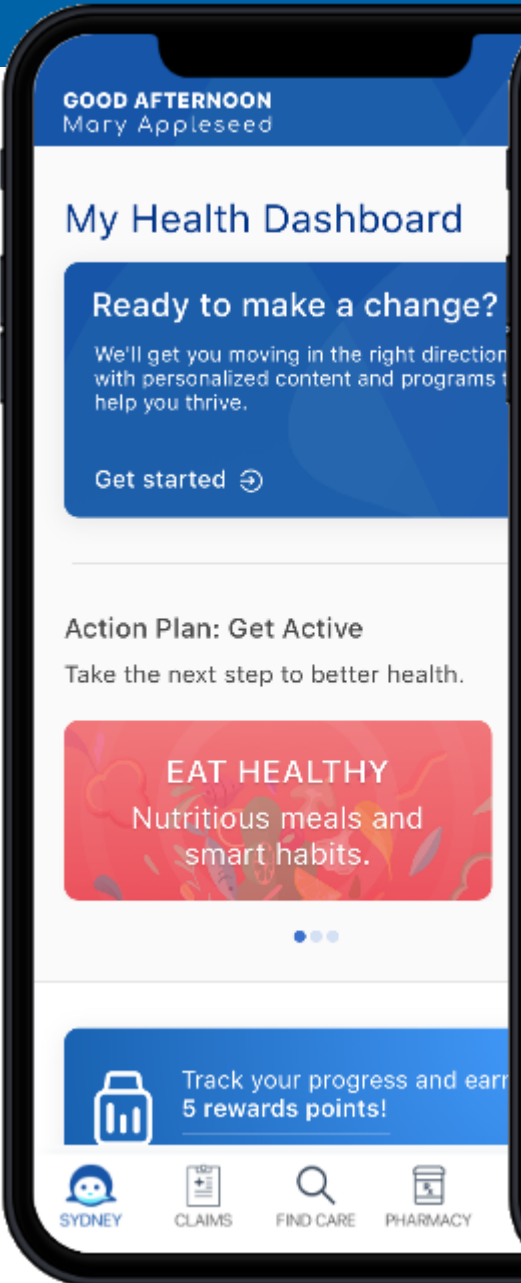
- Key Highlights:**
- From the Profile menu, members can determine their personal settings like paperless communication, communication preferences and app security settings
  - This is also where members will secure messages from Anthem. Click on messages to see a sample.
  - By clicking on “Spending Accounts”, members can access and interact with their Act Wise spending accounts



# 2020: My Health Dashboard

- Tips:**
- Click on “My Health Dashboard” from the main menu
  - Members on Engage Standard w/3<sup>rd</sup> party integration, Elite and Elite+ as well as Mobile Health Consumer will automatically have these features suppressed until they move from those tools.
  - The Member Portal Request Form (MPRF) needs to be submitted for any other carve-out groups. Please see details on slide 33.

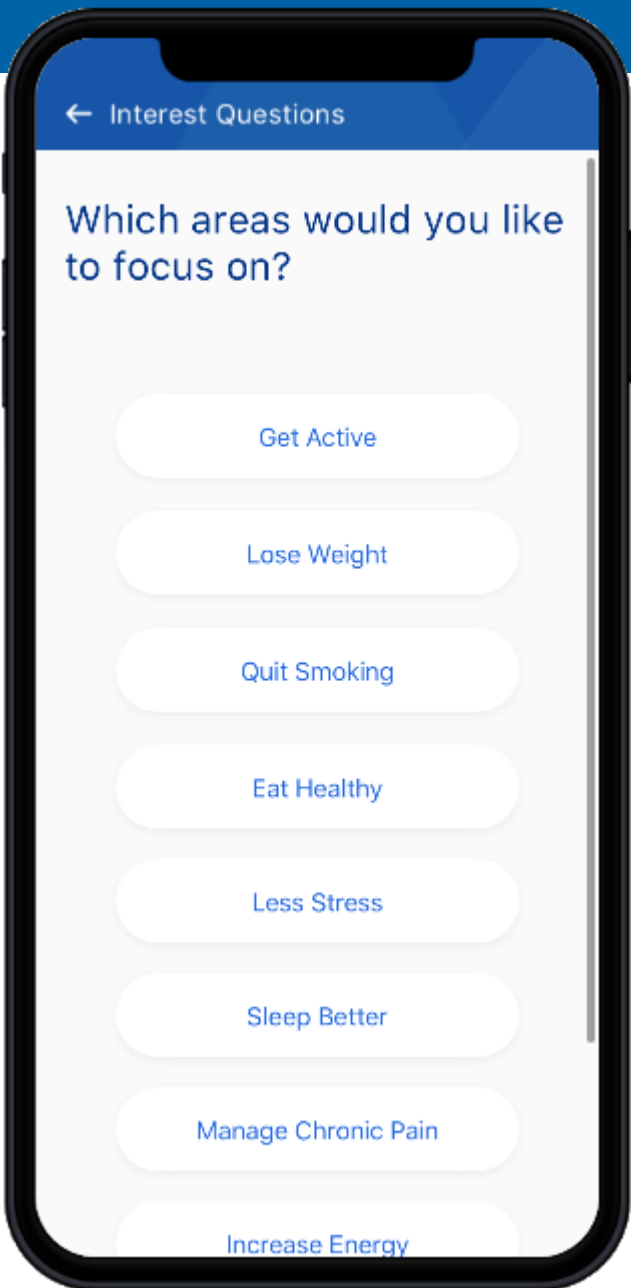
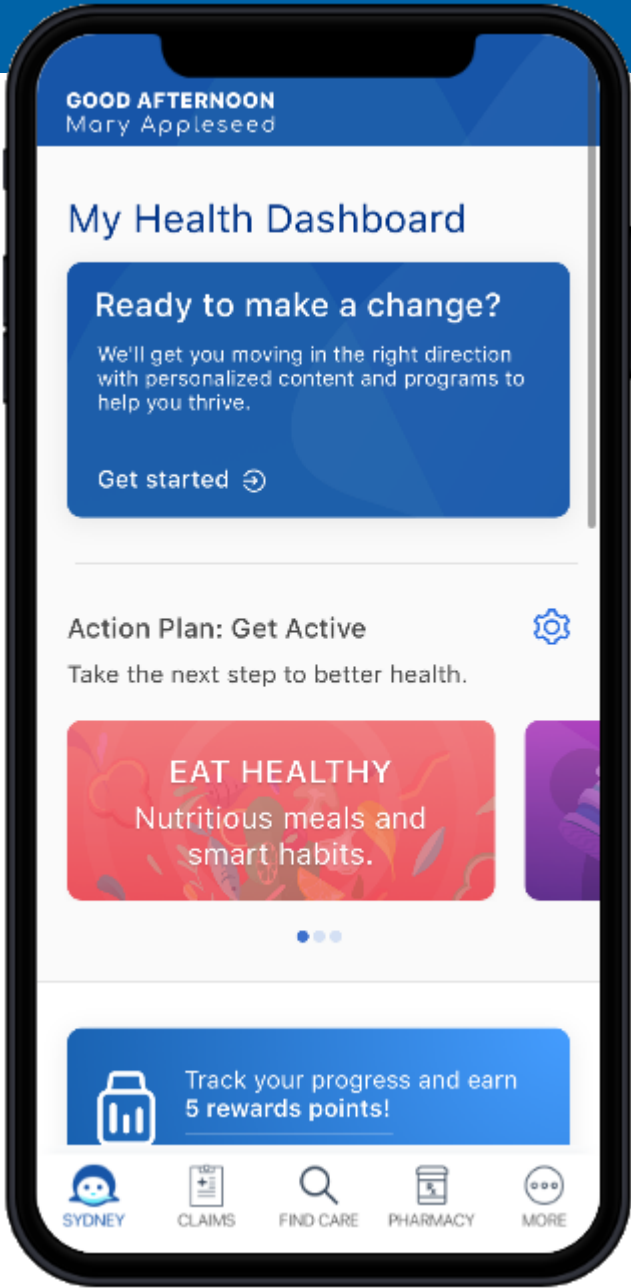
- Key Highlights:**
- This is where members will see all of the programs that are available to them – both the ones that come with Sydney and the ones that employers have purchased as well as content that has been chosen just for them.
  - We will explore in more detail on the next few slides



# 2020: My Health Dashboard – Interest Survey and Action Plan

- Tips:**
- Click on “My Health Dashboard” from the main menu
  - The click on “Ready to make a change?”

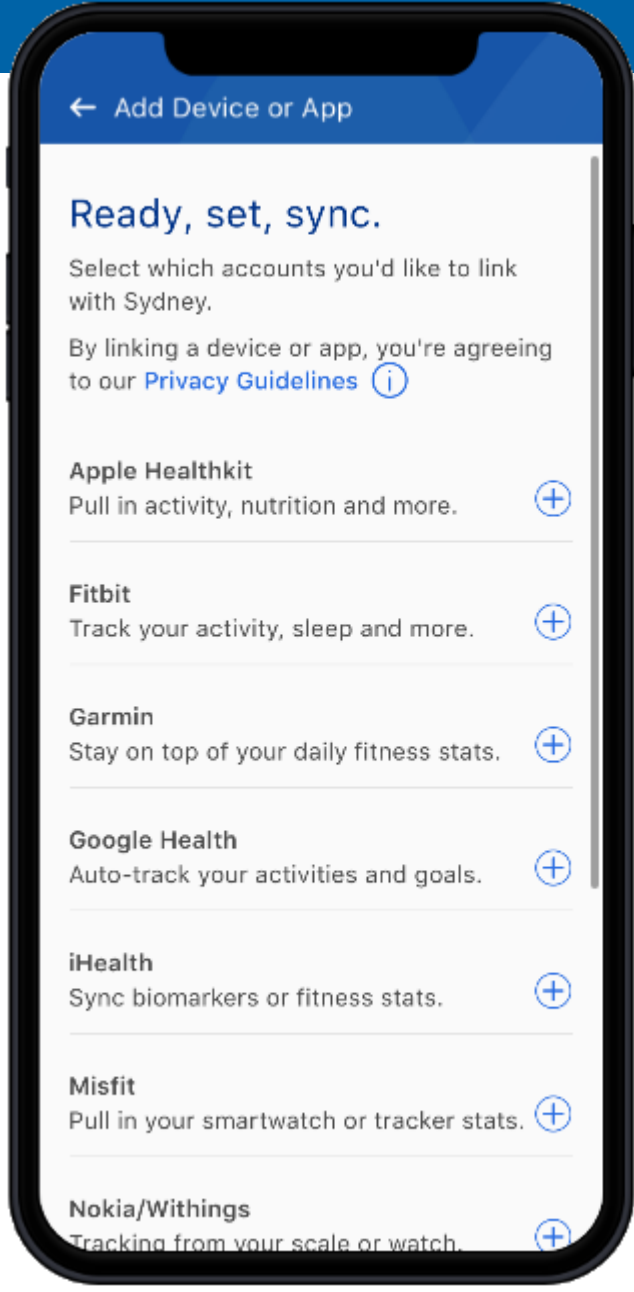
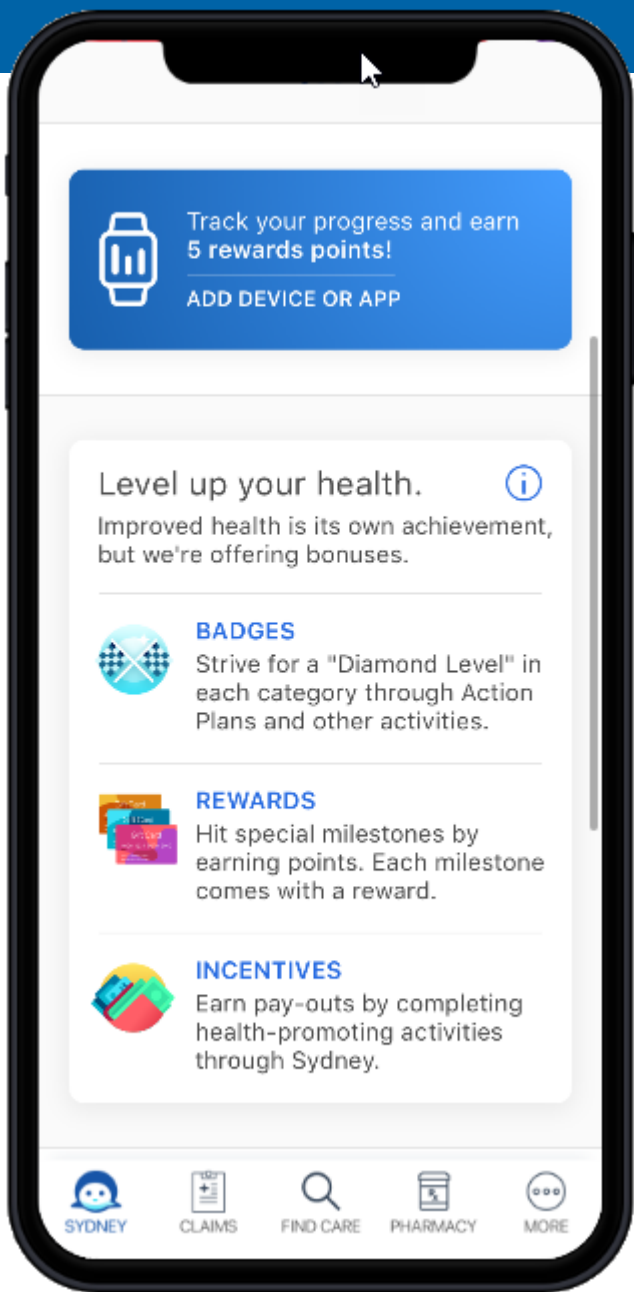
- Key Highlights:**
- This is where members can select one or more Health & Wellness focus areas.
  - Using AI, predictive analytics and the member selected interests, an action plan is developed and appropriate content is displayed



# 2020: My Health Dashboard – Linking to personal wellness trackers

- Tips:**
- Click on “My Health Dashboard” from the main menu
  - Click on “Add Device or App”

- Key Highlights:**
- This is where members can set-up their personal tracking devices so that their points are automatically tracked.
  - This is also where they will see badges, rewards and incentives (see details on next slides)



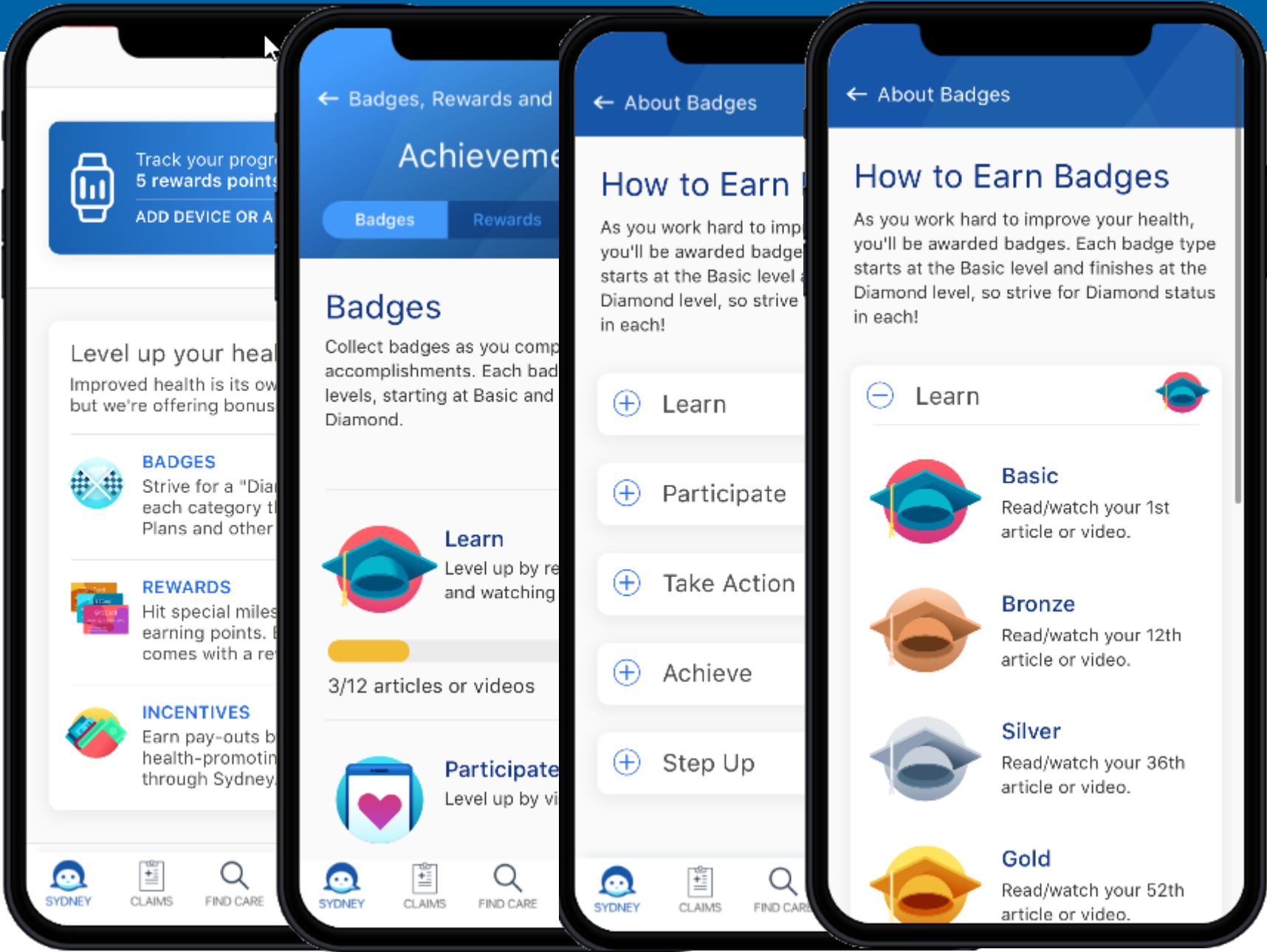
# 2020: My Health Dashboard - Badges

**Tips:**

- Click on "My Health Dashboard" from the main menu

**Key Highlights:**

- This is also where they will see badges, rewards and incentives (2021)
- Click on "Badges"
- You will see that once you click on one of these items, you can easily navigate between all three using the menu bar at the top of the screen.
- Scroll down to the bottom of the badges screen, click on "View Badge Details" to see the different types of activities members can do to earn badges.
- You can then drill down on "Learn" to see some of the ways members can earn badges through learning activities.



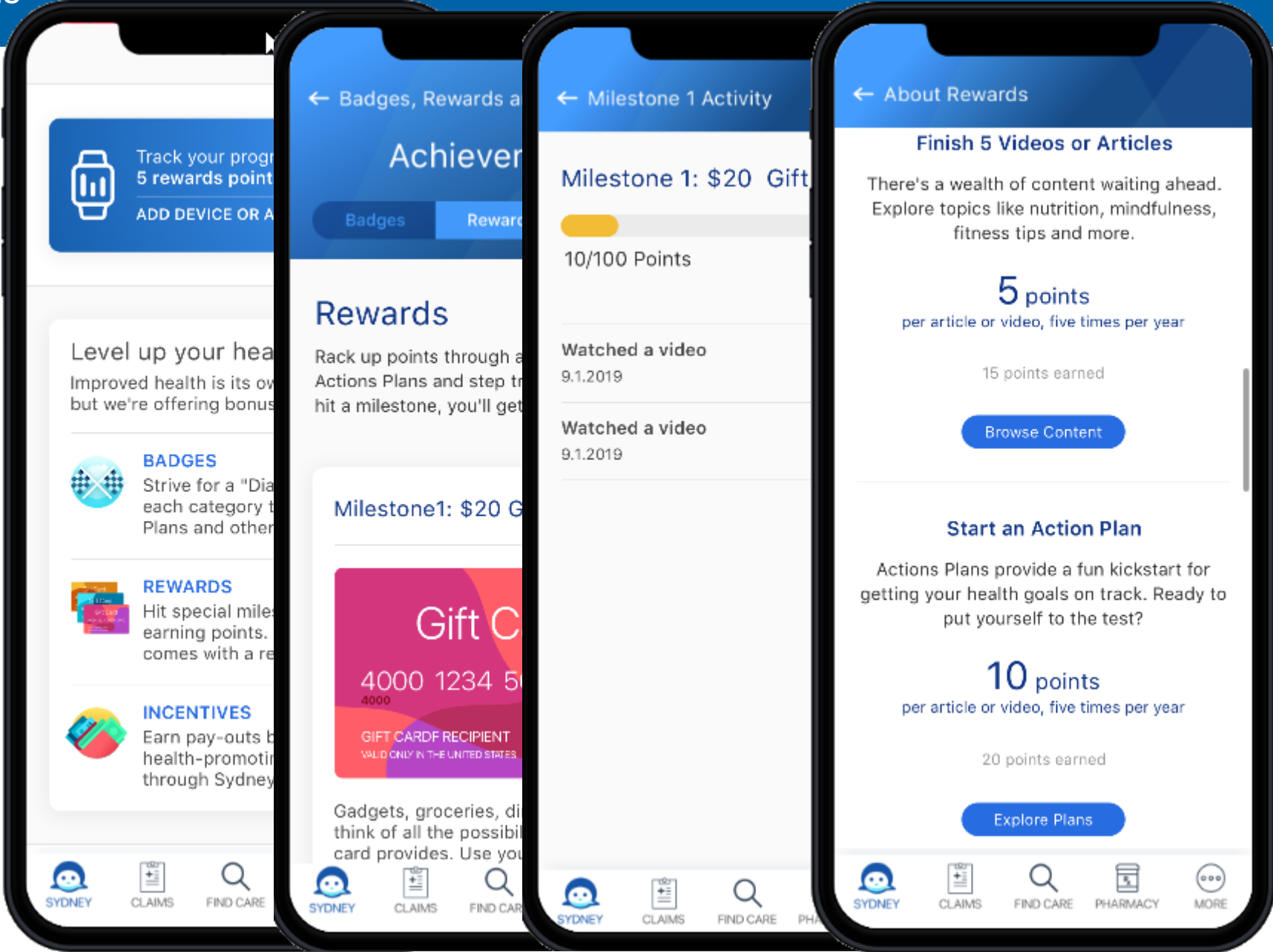
# 2020: My Health Dashboard - Rewards

**Tips:**

- Click on “My Health Dashboard” from the main menu

**Key Highlights:**

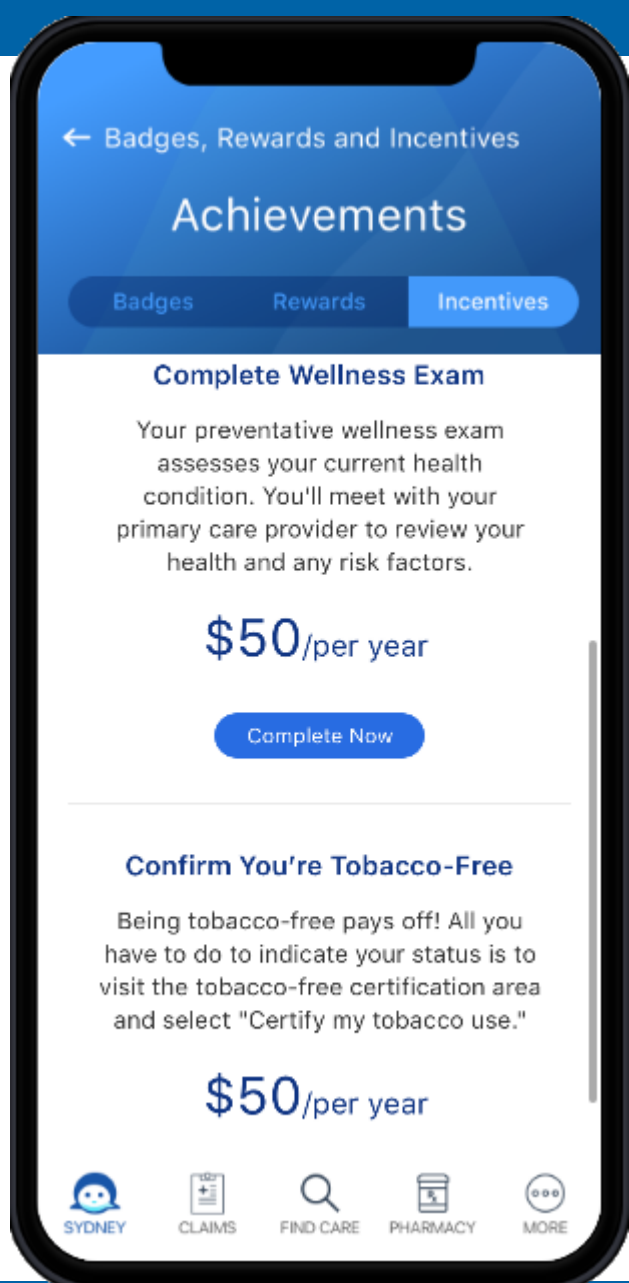
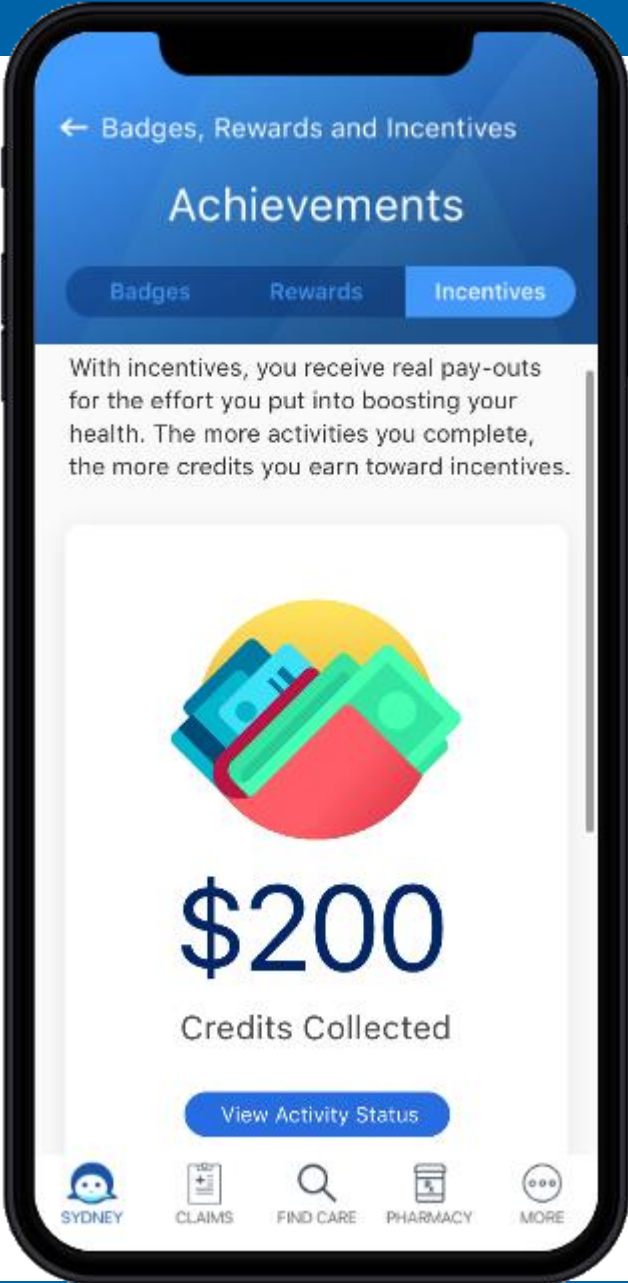
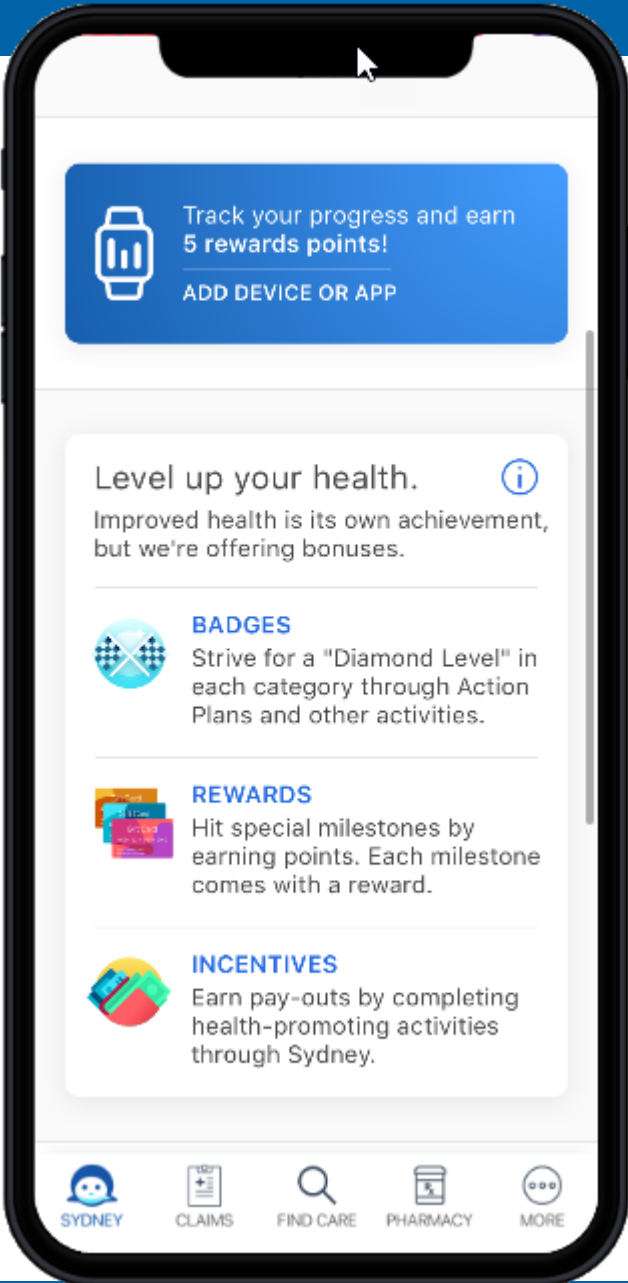
- This is also where they will see badges, rewards and incentives (2021)
- Click on “Rewards”
- You will see that once you click on one of these items, you can easily navigate between all three using the menu bar at the top of the screen.
- Scroll down under “Milestone 1” and click on “View Activity” to see how the member has earned points
- Scroll down to the bottom of the rewards screen, click on “How to earn Points” to see the different types of activities members can do to earn rewards.
- Note, in 2021, employers will have the ability through Sydney preferred to set custom challenges.



# 2021: My Health Dashboard – Monetary Incentives

- Tips:**
- Click on “My Health Dashboard” from the main menu

- Key Highlights:**
- This is also where they will see badges, rewards and incentives
  - Click on “Incentives”
  - You will see that once you click on one of these items, you can easily navigate between all three using the menu bar at the top of the screen.
  - Scroll down to see how the member can earn incentives





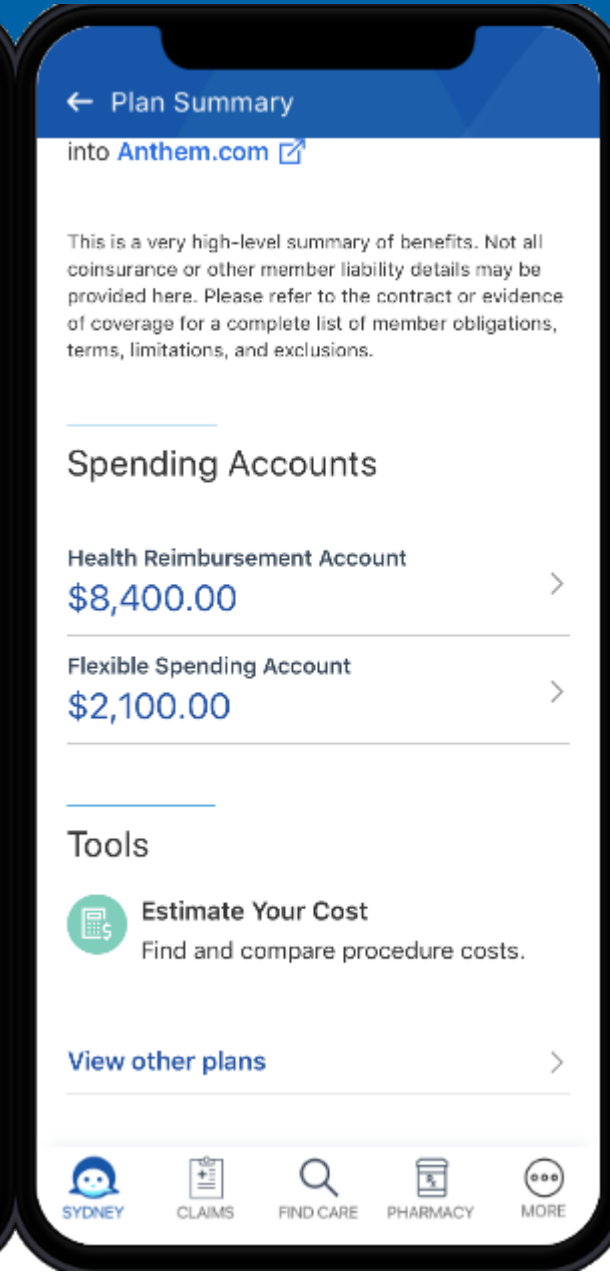
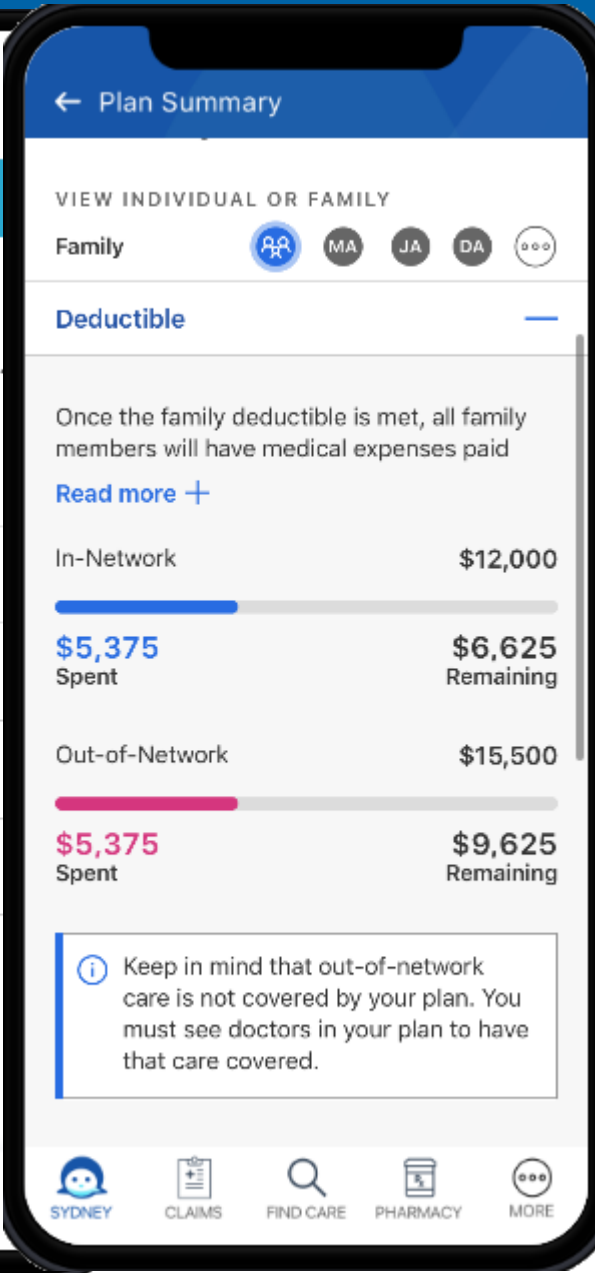
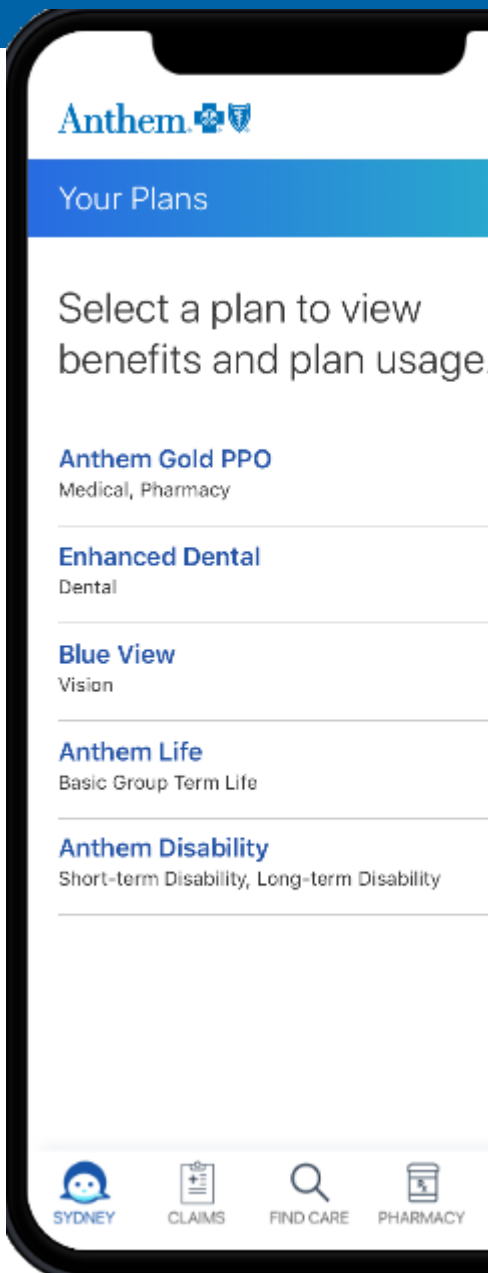
# Your Plans

**Tips:**

- Click on "Your Plans" from the main menu

**Key Highlights:**

- This is where members will see all of their Anthem benefits. Members will only see the benefits they have elected.
- Please note that Life & Disability will not be available until Q2 of 2020.
- You can click on medical, dental, life or disability but generally you will want to [click on the medical benefit](#)
- [As you scroll down](#), the member will see plan information including who is covered on their plan and progress towards both in- and out-of-network deductible and out-of-pocket maximums for the family or individual members.
- The member will also see quick links to take them directly to their claims or estimate your cost.
- Finally, this is the second place where members can find and interact with their Act Wise spending accounts



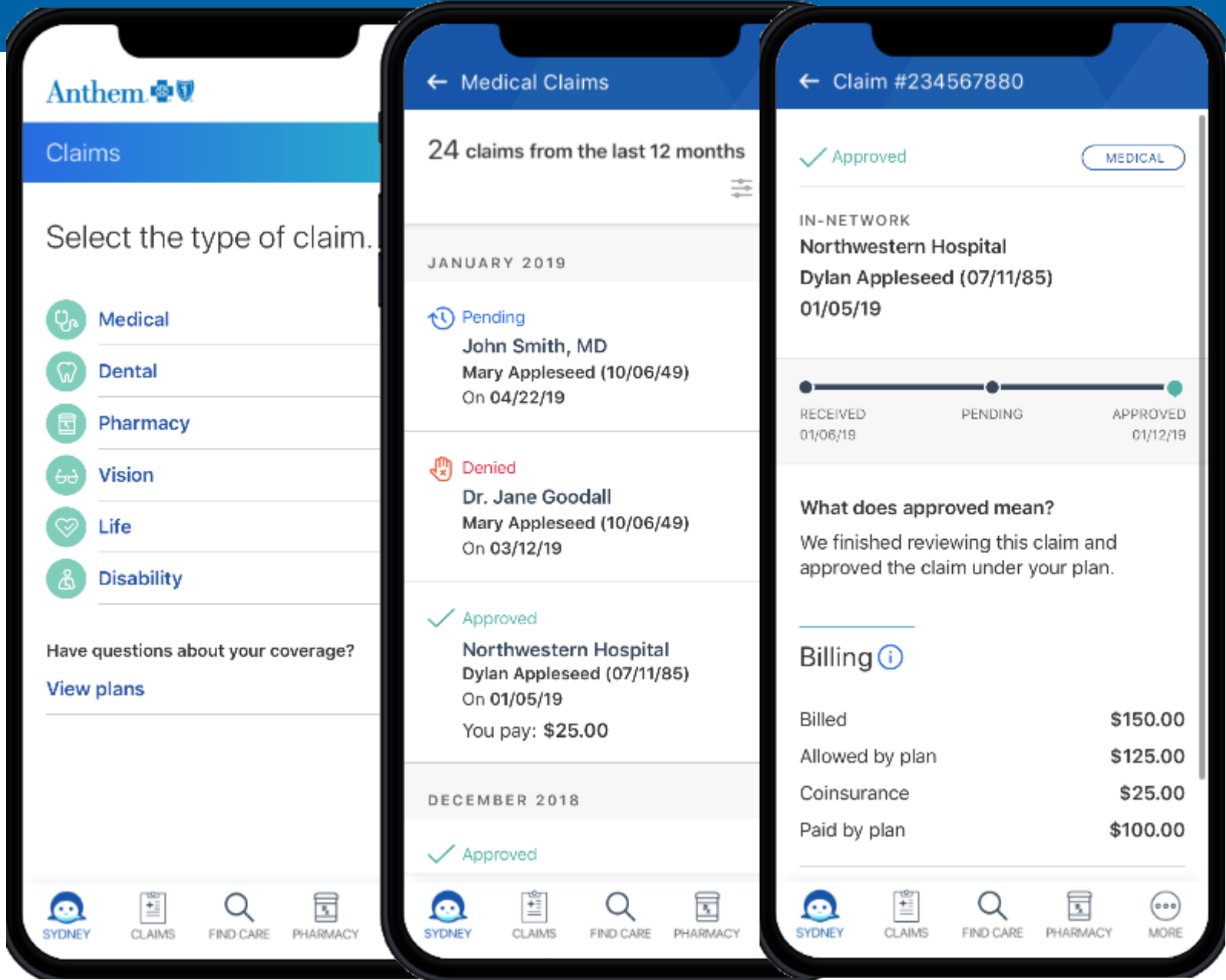
# Claims

**Tips:**

- Click on "Claims" from the main menu

**Key Highlights:**

- This is where members will see all of their Anthem claims. Members will only see the options for benefits they have elected and benefits that have had claim activity.
- Please note that Life & Disability will not be available until sometime in 2020.
- You can click on any of the benefits shown but generally you will want to **click on Medical**
- Members will see all claims that are pending, denied or approved.
- You can click on any of the claims listed.
  - Pending – provides members with an explanation about pended claims
  - Denied – provides they member with an explanation as to why the claim was denied along with the appeal link
  - Approved – shows how the claim was submitted and paid



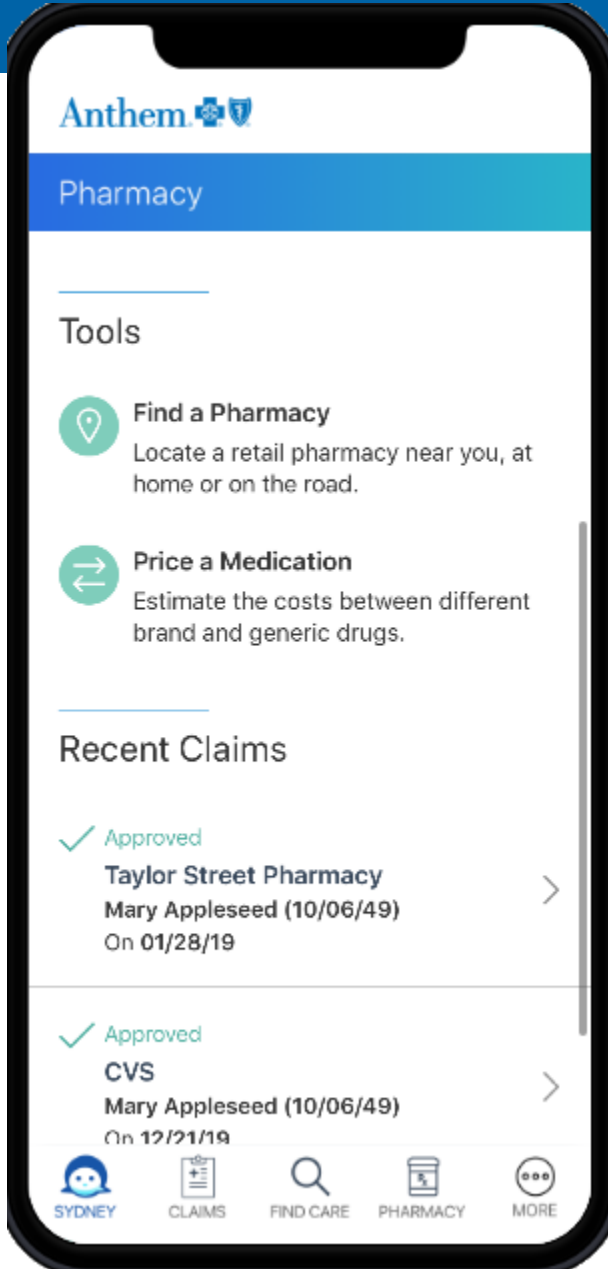
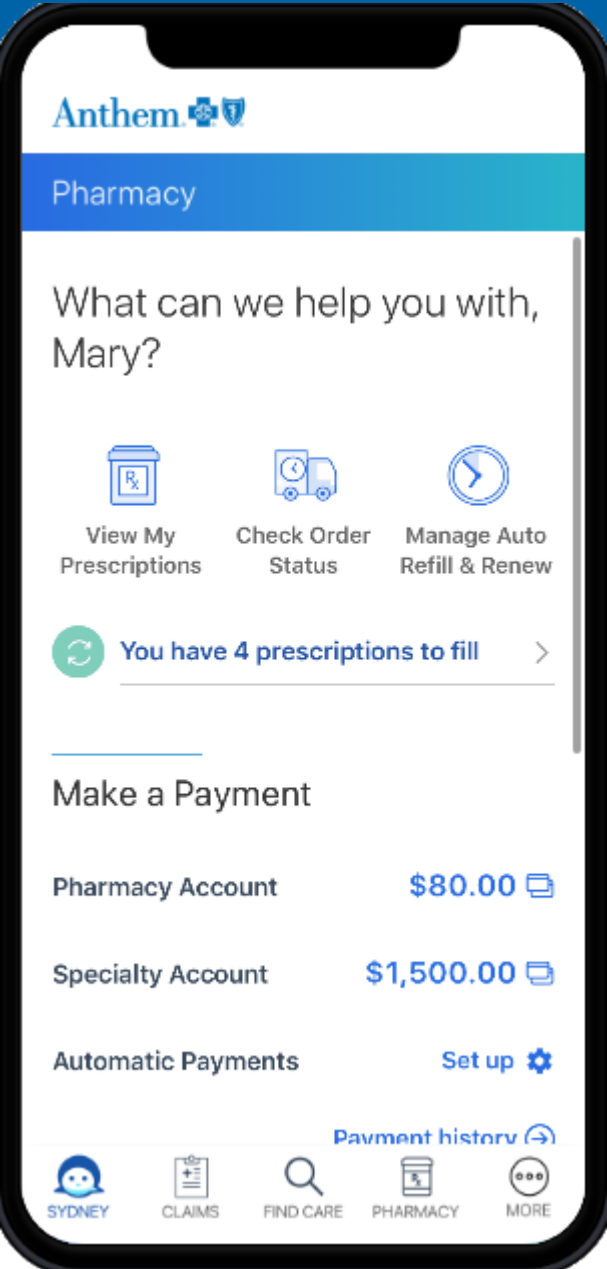
# Pharmacy

**Tips:**

- Click on “Pharmacy” from the main menu

**Key Highlights:**

- IngenioRx Members can view their prescriptions, check the status of an order and manage their refills
- Sydney also highlights prescriptions that are ready to be refilled and allows the member to take action right from the app
- As you scroll down, you will also see the options for a member to “Find a Pharmacy” or “Price a Medication”
- Members will also see the details of their recent pharmacy claims



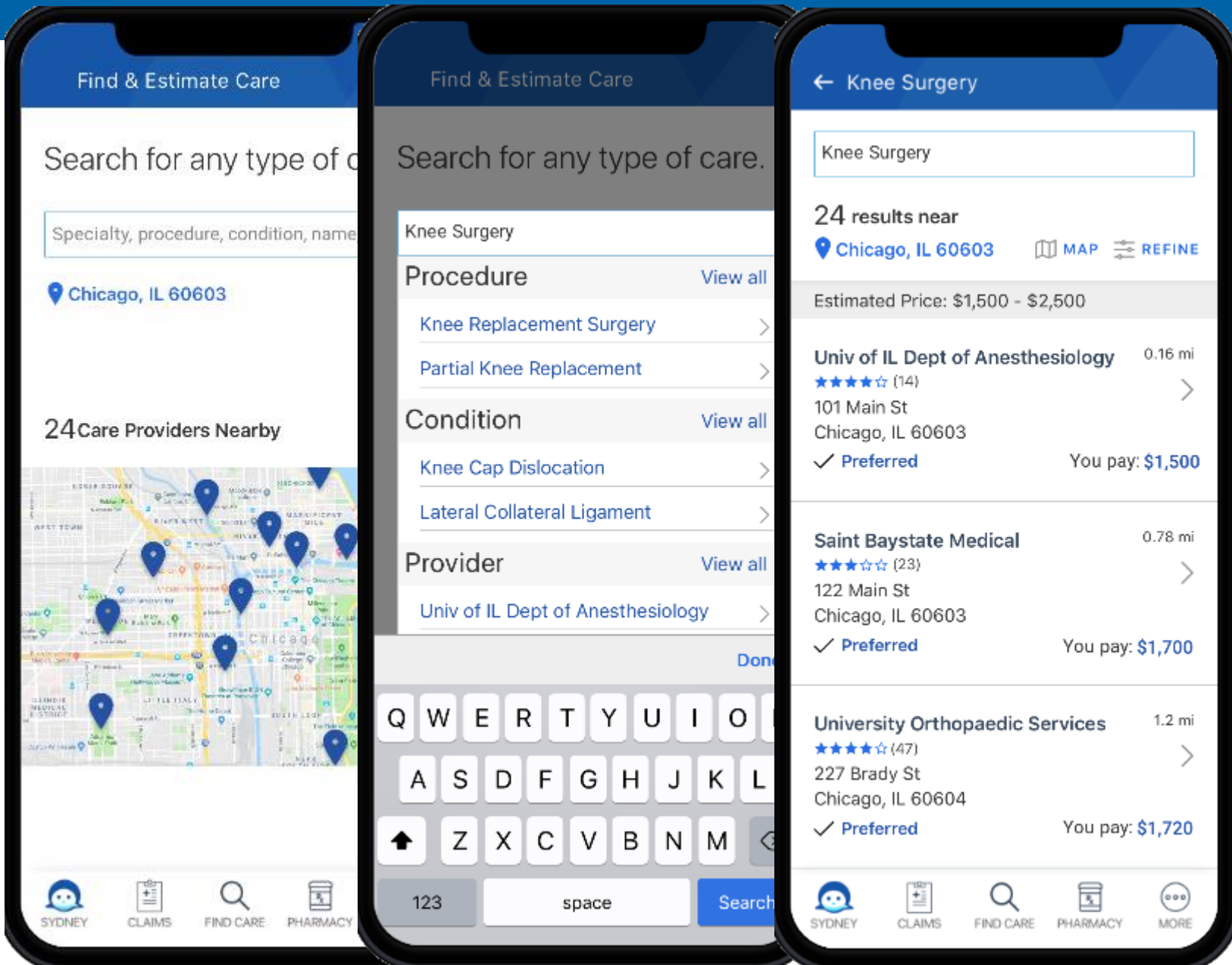
# Transparency Tools

### Tips:

- Click on “Find & Estimate Care” from the main menu
- Note: this menu shows Find & Estimate Care as one menu item. The 9/1 experience has this as two menu items. The transparency experience will be integrated for 1/1/20.
- As a rule of thumb, whatever consumer transparency solution(s) the had prior to 9/1 is what they have in Sydney.

### Key Highlights:

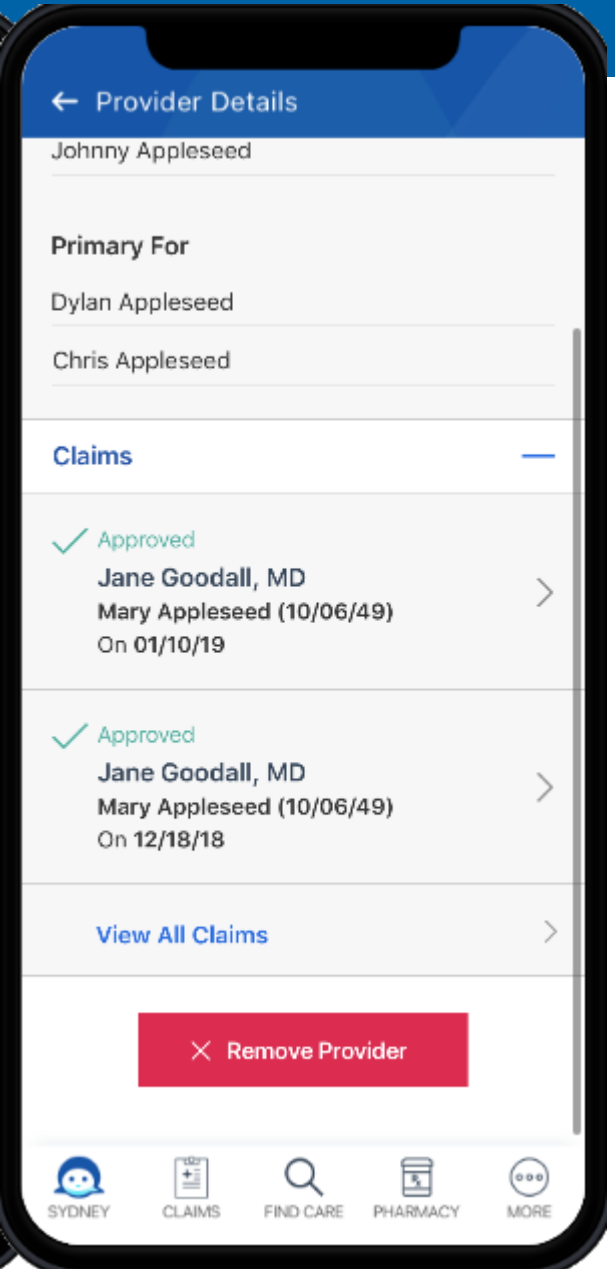
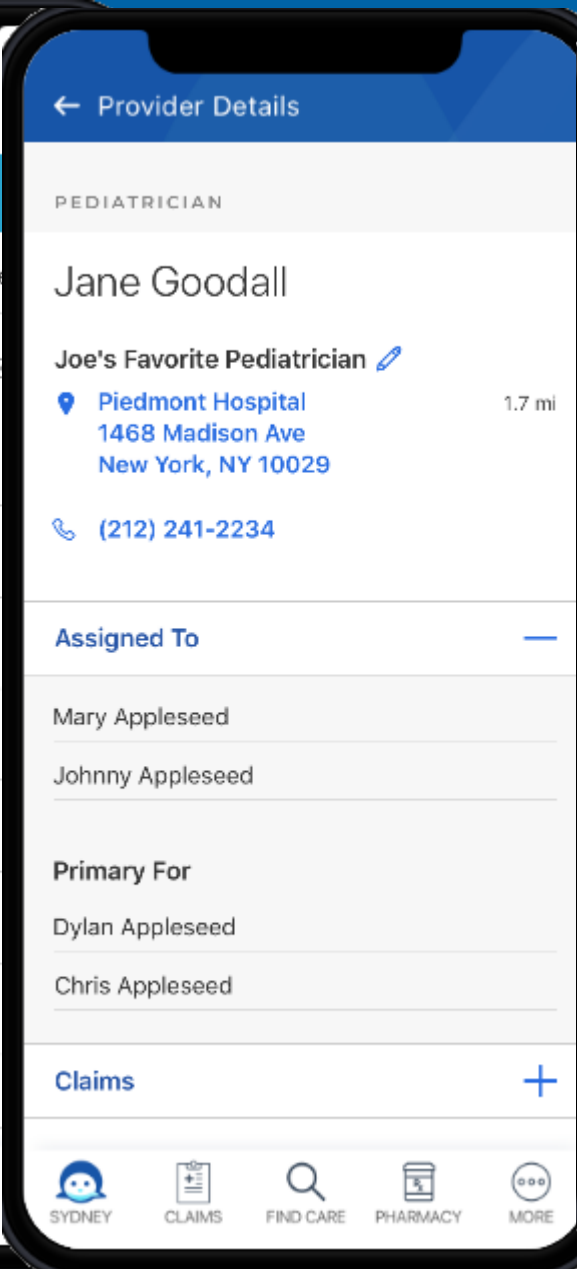
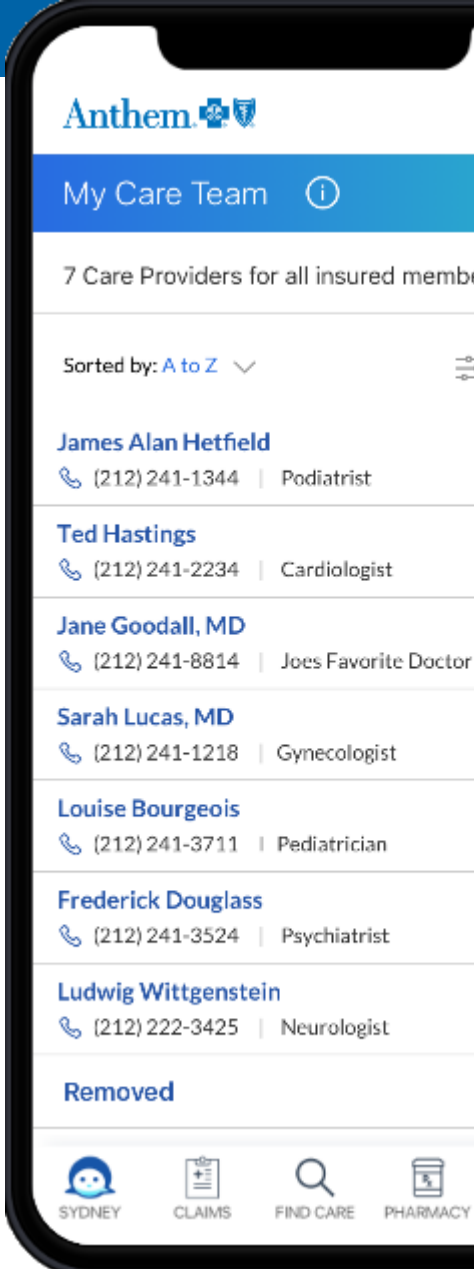
- Estimate Your Cost allows members to get a snapshot of what comparable providers charge for a service
- Click on the box under “Search for any type of care” this will show a list of procedures.
- Click on “View all” next to “Provider
- You will see a list of available knee surgery providers is shown along with the estimated cost range, the estimate for each provider, network designation and quality reviews
- Click on the first provider (Univ of IL) to see more details about the “you pay” details of the procedure costs with the physician selected as well as further details about the provider.



# My Care Team

- Tips:**
- Click on “My Care Team” from the main menu
  - My Care Team is populated from claims. At this time, members cannot add providers to their list.

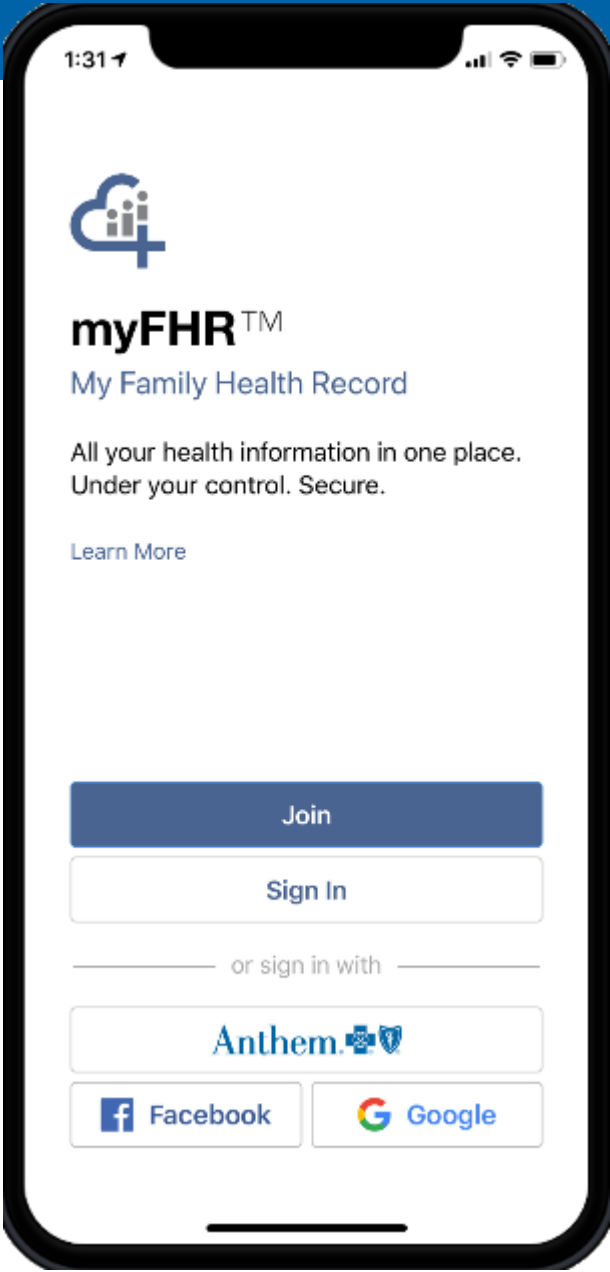
- Key Highlights:**
- My Care Team allows you to see all of the providers where you or your family members have received care.
  - Members can sort the providers.
  - Filtering allows you to see only providers for a specific member(s).
  - By clicking on “Ted Hastings”, you can see that members have the ability to remove providers from their list.
  - By clicking on “Jane Goodall” you can see that providers details as well as who received care.
  - If you click on the “+” sign next to claims, you can see all of the claims for this provider and the claim status.



# My Family Health Record

- Tips:**
- Click on “Family Health Record” from the main menu. This will take you to the myFHR (My Family Health Record) experience
  - Use of this tool is dependent on the member

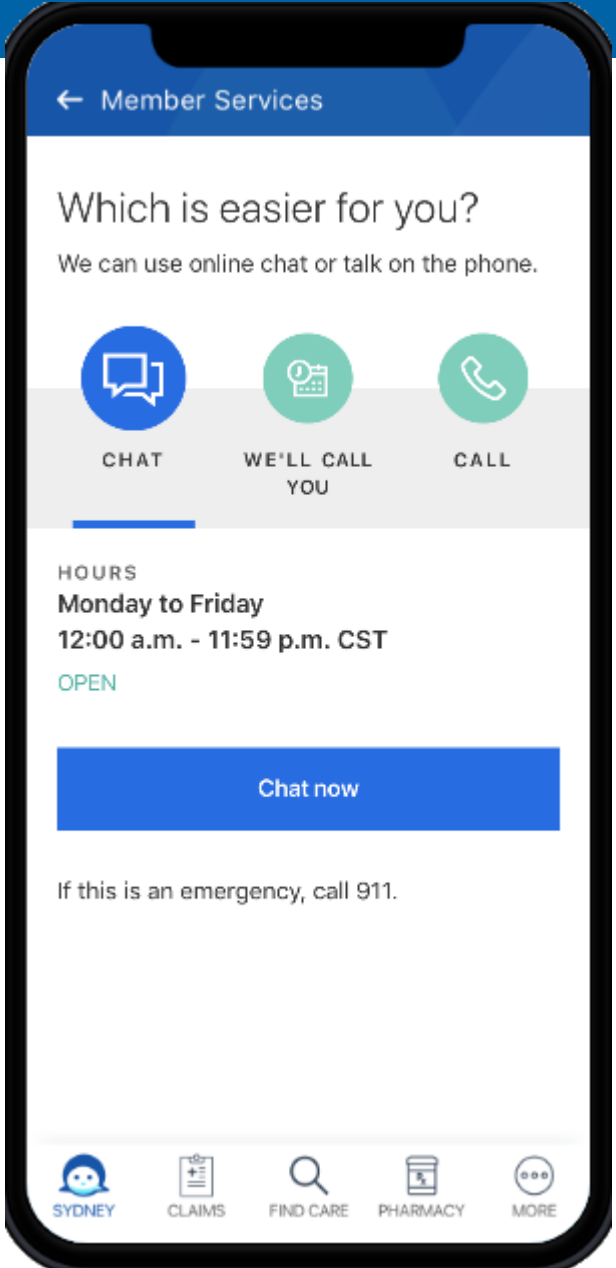
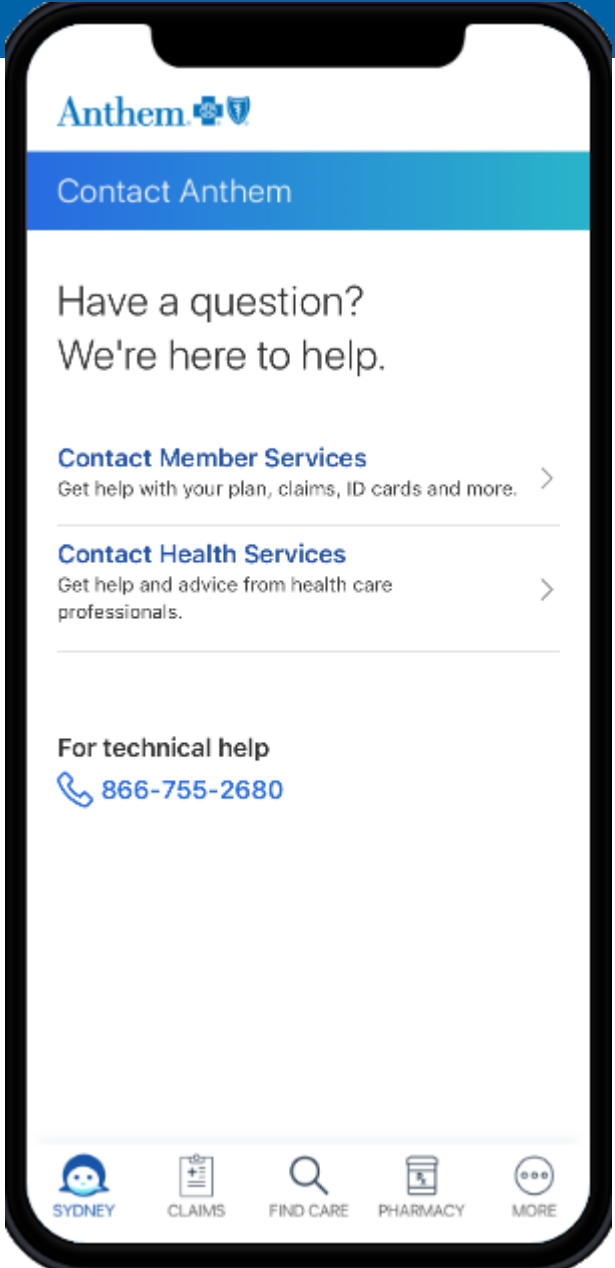
- Key Highlights:**
- Click on “Anthem” to move through the myFHR experience. Note, you will need to click through the next couple of screens that show the member providing consent – highlighting that this isn’t data that Anthem is pulling but rather something for the convenience of the member.
  - Allows consumers download and consolidate their medical records through connections to multiple vendor/Provider EMRs (CMS, Epic, Cerner, Allscripts, Next Gen, AthenaHealth etc.)
  - Allows members to easily share their records with family members and other caregivers
  - Provides members with aggregated data to drive advanced functionality like medication and allergy reconciliation to detect conflicts. Members also have the ability to add allergies or medications to their records
  - Note, you will need to click on the black bar at the bottom of the screen to get back to Sydney.



# Contact Anthem

- Tips:**
- Click on “Contact Anthem” from the main menu
  - Then click on “Contact Member Services”
  - Please note that “Contact Health Services” is a placeholder for future development.

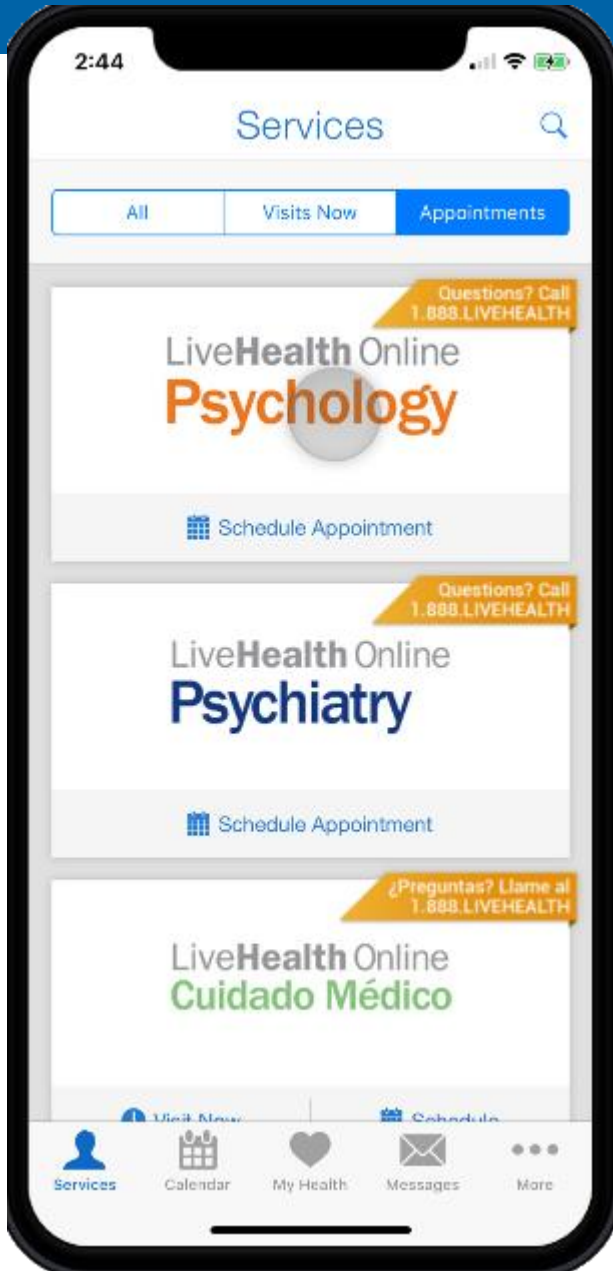
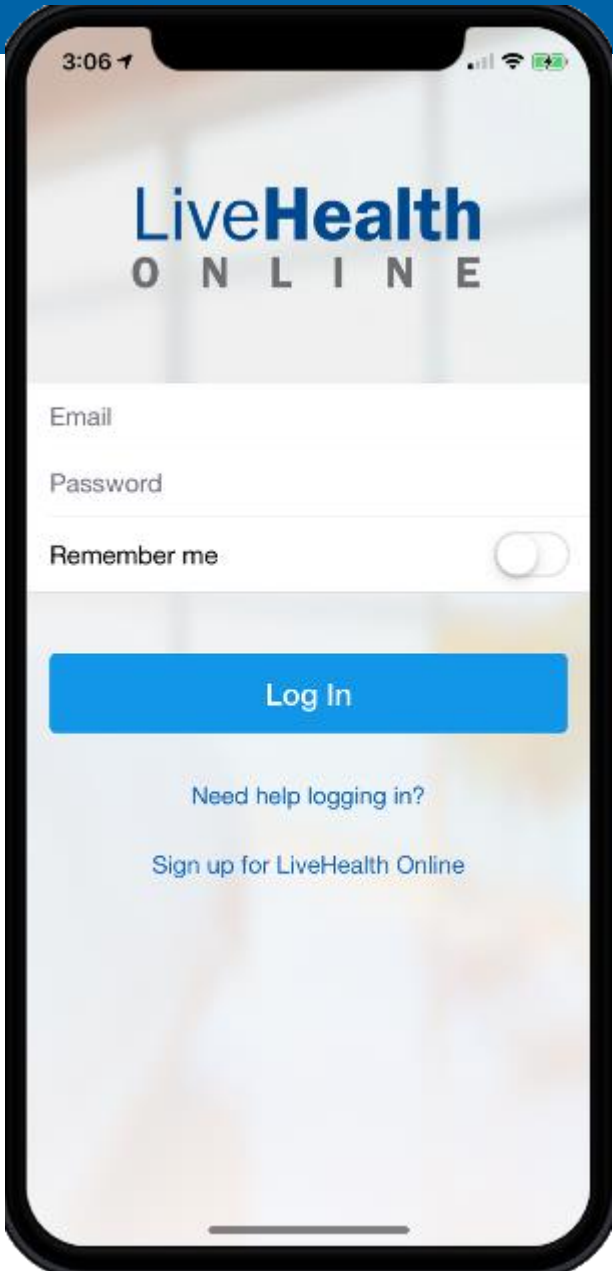
- Key Highlights:**
- Only members who have access to Chat and Call back services will see those buttons (i.e. AHG and ESM w/chat)



# Telehealth Services

- Tips:**
- Click on “LiveHealth Online” from the main menu
  - This will take you to the LiveHealth Online (LHO) experience
  - Click Log In to show the main LHO menu

- Key Highlights:**
- Only members who have access to Chat and Call back services will see those buttons (i.e. AHG and ESM w/chat)





# Questions



- [Help.pdf](#)
- [Member Web & Mobile Digital Resources page](#)
- [Production Support Teams](#)
- [Issue Reporting & Escalation Process](#)
- [Escalation tracking/Master Issues Dashboard](#)
- [Digital Issues Tracking \(Global known issues\)](#)