



# A warm hello from Anthem

We care about your health, so you might get a confidential call from us

At Anthem Blue Cross and Blue Shield (Anthem), we're more than your health plan company. We're your partner on the road to better health. That's why we may call you from time to time to share important health information, remind you about appointments or encourage you to join one of our health programs. These calls are always confidential, so you can feel comfortable talking with us.

## We call with your best interest at heart.

We might call to help you with health issues, such as losing weight, quitting smoking, preparing for surgery or making healthier life choices. Other times, we'll call to give you important health reminders. If you're expecting a baby, we might introduce you to a supportive program that can help you enjoy a healthier pregnancy. Best of all, these programs have no extra cost, and we'll always explain how they work with your benefits.

Keep in mind:

- **We aren't "selling" anything — we promise.** We only call when we've noticed an area where we can help. The suggestions or programs we'll recommend are already included in your health benefits.
- **We'll ask you to verify your name and date of birth.** That's because we want to make sure we're speaking to the right person before we discuss your health. It's a way to protect your personal health information.

## Ready to talk now? You can give us a call, too.

You can always reach out to us to ask about our health programs and services. Just call the Customer Service number on the back of your ID card. We're here for you and want you to enjoy the best health possible. After all, you deserve it. We're just here to help you get there.

If you prefer not to get a call from us, just let us know. Talk to one of our Customer Service representatives using the number on the back of your member ID card.

Three-year comparison based on YTD Q2 2014 data.

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## Our phone calls make a big difference

In fact, about 92% of people who talked with our health and wellness team members were satisfied with the support they received.