

Helping employees find support for their mental health

A quick view of Anthem's behavioral health programs



An employee's mental health deserves the same care as their physical health. Connecting them with behavioral health resources is an important way to support their overall well-being so they can lead healthier, more-productive lives. Through an integrated, whole-health approach, our case management teams apply data and clinical insights to ensure that people are connected with the right care when they need it most.

Offering four tiers

1 Behavioral Health Case Management

Behavioral Health Case Management (BHCM) is our foundational offering for improved behavioral and physical health for employees.

Key features

- Whole-person care that includes support for depression, anxiety, eating disorders, co-occurring medical issues, child and adolescent needs, and substance use
- Connections to the right behavioral health and community resources
- Member education and phone support
- Stronger coordination among care providers to help improve outcomes

This essential program comes standard with all of our clinical packages.

2 Behavioral Health Advantage¹

Behavioral Health Advantage (BHA) builds upon our core BCHM offering with additional features to help improve whole-health outcomes for employees and increase savings for employers.

Key features

- Holistic care connections using predictive algorithms for at-risk individuals, with evaluations in 24–48 hours
- 24/7 Behavioral Health Resource Center for tailored member guidance and provider matching
- Digital tools for both members and employers with mental health support and enhanced reporting, including the Knowledge Hub website and the **SydneySM Health** app
- Proactive member engagement focused on intervention, emerging-risk coordination, and preventive outreach for suicide and substance use disorders

BHA is available as a buy-up to groups with a minimum of 51 subscribers (a minimum of 100 in certain states).

3 Behavioral Health Resource²

Behavioral Health Resource (BHR) enhances BCHM for our largest clients to help them tailor and optimize behavioral health benefits for their employees.

Key features

- Support from a dedicated account manager
- Ability to coordinate with external vendors
- Adjustable member engagement programs
- Account-level reporting
- Performance guarantees
- Increased staffing ratios, enabling smaller case loads and increased member support

BHR is available as a buy-up to administrative services only (ASO) groups with more than 12,500 subscribers. This option is automatically included when clients purchase the Total Health Connections or Mercer Health Advantage clinical advocacy models.

4 Behavioral Health Premium²

Behavioral Health Premium (BHP) is our flagship offering, including all the features of the prior tiers while offering even more tools to enhance access to specialized care, deepen clinical integration, and increase high-touch engagement. BHP is a comprehensive program for your employees' physical and mental well-being, providing dedicated and compassionate support tailored to individual needs.

Key features

- Coordinated care with deep clinical integration between behavioral and medical teams, including referral programs and joint provider training for continuity
- Customized employer options, such as branding, vendor integration, and adjustable member engagement strategies
- Performance accountability through guarantees and enhanced reporting to help ensure quality of care and member engagement
- Robust staffing model with increased staffing ratios, smaller caseloads, and more member touch point
- Suicide prevention and intervention

BHP is available as a buy-up to ASO groups with more than 12,500 subscribers. This option is automatically included when clients purchase the Total Health Connections or Mercer Health Advantage clinical advocacy models.

Behavioral health benefits at a glance

We verify the member's benefits, membership status, and medical necessity of the requested service. Our team then collaborates with the provider throughout the entire treatment to coordinate quality care and ensure discharge planning occurs from day one and continues throughout the stay.

Capability	Description	BHCM	BHA	BHR	BHP
Utilization management (UM)	Provides management at all levels of service, including: <ul style="list-style-type: none"> Confirming membership, coverage for the benefit, and medical necessity. Collaborating with the care provider to ensure quality of care, coordination of care, and discharge planning from the first day of treatment to the end. 	✓	✓	✓	✓
Case management (CM)	These services are an integrated part of the health plan and include outreach to engage members, assess needs, coordinate care, and assist with receiving care. Services are provided based on the individual's level of need, including risk, comorbid conditions, and specialty populations.	✓	✓	✓	✓
Child and adolescent outreach specialization	These services assist families affected by the behavioral health hospitalization of a child or adolescent. Outreach to the family or guardian begins within 48 hours of hospitalization and continues on discharge.	✓	✓	✓	✓
Eating disorder specialization	UM and CM services focus on providing the highest level of expertise in the management of complex disorders.	✓	✓	✓	✓
Eating disorder outpatient program	This program provides outreach to individuals diagnosed with anorexia while they are in outpatient treatment to help prevent negative health outcomes, address barriers to treatment, avoid escalation of symptoms that would lead to a higher level of care, and promote optimal functioning.	Fully insured (FI) only	✓	✓	✓
Autism Spectrum Disorder Program	This program includes both applied behavioral analysis and UM to ensure the most efficient care is given. CM services work with families to educate them, help care providers, and offer resources for individuals with autism.	✓	✓	✓	✓
Follow-up after hospitalization program ³	This program provides outreach to those hospitalized for a mental health issue to ensure they have a follow-up appointment with a behavioral health provider within seven days of discharge.	✓	✓	✓	✓
Virtual appointments	Through our virtual provider network, individuals can get appointments for video counseling with licensed therapists and psychologists in seven days or less. ^{4,5}	✓	✓	✓	✓
Post-discharge management readmission predictive modeling	This is part of the continuum-of-care interventions that focus on behaviors to help prevent return visits. It focuses on those at highest risk for rapid readmission (within 30 days of discharge) by promptly engaging them to close gaps in care, improve the quality of care, and allow for real-time oversight.	✓	✓		
Ambulatory follow-up	This is part of the continuum-of-care interventions that focus on behaviors to help prevent return visits. Individuals with a primary mental health inpatient treatment episode receive a follow-up within seven days of discharge. This process uses predictive models to help identify those who could return within 30 days of discharge to prevent readmission.			✓	✓

Behavioral health benefits at a glance (continued)

Capability	Description	BHCM	BHA	BHR	BHP
Emotional Wellbeing Solutions (Digital CBT)	Based on a cognitive behavioral therapy (CBT) approach, these digital/mobile tools and resources deliver emotional well-being support, addressing key areas such as depression, anxiety, stress, sleep disorders, substance/opioid use, chronic pain, and other issues related to emotional well-being.	Large Group and Small Group only	✓	✓	✓
Suicide prevention and intervention	This CM program uses predictive, analytic-driven telephonic outreach to identify those at risk of a suicidal event within the next 12 months. The program focuses on safety planning, risk reduction, family support, and connection to community resources.	FI only	✓		✓
Emerging risk care coordination	This program identifies individuals currently at low risk or low need who will likely be admitted to inpatient or the emergency room in the next 60 days. The purpose is to provide education, connect to resources, close care gaps, and address barriers to prevent hospitalization.	FI only	✓		✓
24/7 Behavioral Health Resource Center	This inbound resource allows individuals to connect with behavioral health staff and clinicians by phone or chat to support crisis management and de-escalation, connect to appropriate resources and providers, and understand behavioral health benefits.		✓	✓	✓
RISE substance use disorder outbound engagement target strategy^{6,7}	This focused program identifies individuals at high risk of opioid- or alcohol-related negative health outcomes in the next 12 months. Local recovery specialists serve as contacts. The program addresses behavioral health, physical health, and substance use.	Large Group and Small Group FI only	✓		✓
COVID-19 Specialty Care Management Program	This program provides physical and behavioral healthcare to individuals experiencing the long-term impact of COVID-19.		✓		✓
Quick access to substance use disorder appointments with 24/7 inbound support	Provides those 18 and over access to substance use disorder evaluations within 48 hours through a specialized member engagement model and curated network. Individuals are directed to local outpatient care in their plan's network. This resource addresses key client concerns and clinical quality goals: high-cost, out-of-network utilization, subpar outcomes, and overuse of inpatient rehab.		✓		✓
Bidirectional referrals with vendors	This integration with internal and external vendors supports each individual's overall care plan. This includes short-term disability, wellness, Employee Assistance Program, and on-site resources.			✓	✓
Medication adherence outreach	This service offers a series of calls based on pharmacy data using an outbound automated call campaign. The goal is to have a positive impact on an individual's understanding of and adherence to antidepressant medication.			✓	✓
Account customization	Customizations can be made, including choice of vendors, how staff refers to themselves, user targeting, marketing and educational material, hours of operating, how UM decisions are managed, and health plan decisions. Readmission predictive modeling can be adjusted to identify thresholds outside the standard offering.			✓	✓

Behavioral health benefits at a glance (continued)

Capability	Description	BHCM	BHA	BHR	BHP
Performance guarantees	Anthem offers guaranteed levels of service with financial penalties for missed metrics. This includes call center speed to answer, call abandonment rate, antidepressant medication management outreach, behavioral health follow-up after hospitalization, and behavioral health 30-day readmission rate for mental illness.			✓	✓
Dedicated product medical director	The medical director assigned to behavioral health programs helps provide a deeper understanding of specific account nuances and expectations. The medical director also improves continuity in decision making, supports CM and UM teams, and acts as a direct resource for the client and account management.			✓	✓
Digital Behavioral Health Educational Resource	This awareness and engagement tool for employees and managers focuses on reducing stigma in the workplace. The site sits seamlessly on a client's intranet and links directly to Anthem-hosted behavioral health resources, along with webinars, podcast, and articles.		✓		✓
Client reporting	Reporting identifies utilization and CM trends that allow clients to adjust population dynamics. Information is available through the self-service Behavioral Health Insights tool. Reports are typically shared on a semiannual or annual basis, but can be requested at any time.	Self-service only	✓	✓	✓

We're committed to helping employees stay healthy and productive while controlling costs through an integrated, whole-health approach.



We're here to answer your questions.

Contact your Anthem Sales representative for more information.

¹ BHA is a buy-up available to ASO and jointly administered arrangement groups with a minimum of 51 subscribers (100 in California, Colorado, and New York). Anthem Balanced Funding is out of scope for this product.

² BHR and BHP are automatically embedded when clients purchase one of these four clinical management models: Integrated Health Management, Total Health Connections, Mercer Health Advantage, or Complex Care Management Unit. It is also available to ASO clients with a minimum of 12,500 subscribers.

³ Outreach for BHCM and BHA is limited to those at greatest risk of readmission. All BHR discharges for mental health issues include outreach.

⁴ Based on 2021 year-end LiveHealth Online data, more than 88% of appointments are scheduled within seven days. Appointments depend on doctor availability.

⁵ Online counseling is not appropriate for all kinds of problems. Those who are in crisis or having suicidal thoughts should seek help immediately. They can text, chat, or call 988 (Suicide and Crisis Lifeline), or 911 for help. If the issue is an emergency, call 911 or go to the nearest emergency room. LiveHealth Online does not offer emergency services.

⁶ For BHA, the RISE program is used as a targeting strategy to identify individuals for referral to CM only.

⁷ Local wellness recovery specialists are offered only for FI in the four markets listed under BHCM.

Sydney Health is offered through an arrangement with Carelon Digital Platforms, a separate company offering mobile application services on behalf of your health plan.

Virtual text and video visits powered by K Health. LiveHealth Online is the trade name of Carelon Health Solutions, Inc., 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. In Connecticut: Anthem Health Plans, Inc. In Indiana: Anthem Insurance Companies, Inc. In Georgia: Blue Cross Blue Shield Healthcare Plan of Georgia, Inc. and Community Care Health Plan of Georgia, 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 (HAUC), and HMO Missouri, Inc. RIT and certain affiliates administer non-HMO benefits underwritten by HAUC 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 17 southeastern counties of New York: Anthem HealthChoice Assurance, Inc. and Anthem HealthChoice HMO, Inc. In these same counties Anthem Blue Cross and Blue Shield HP is the trade name of Anthem HP, LLC. In Ohio: Community Insurance Company. In Virginia: Anthem Health Plans of Virginia, Inc. trades as Anthem Blue Cross and Blue Shield, and its affiliate HealthKeepers, Inc. trades as Anthem HealthKeepers providing HMO coverage, and their 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 (BCBSW) 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 (WIOC). CompCare underwrites or administers HMO or POS policies; WIOC 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.