



Anthem

(Revised: September 2023)

Anthem Overview

Headquartered in Indianapolis, Anthem is one of the largest health insurers in the country. It is the Blue Cross Blue Shield Association's largest for-profit managed health care firm, serving 14 states and about 46 million members with 50+ years of experience. Anthem Dental operates in CA, CT, CO, GA, KY, IN, MO, ME, OH, NH, NV, VA, WI and 11 NE counties in NY. Through its affiliated companies, Anthem serves more than 118 million people, including more than 48 million members within its family of health plans. (As of 3/31/23, it had 6.7 million dental members and 1.6 million dental administrative members.) The Company provides life, health, dental and vision, and disability insurance services.

Recent History

Following a rebranding in June of 2022, Anthem became Elevance Health. The company says the change was made to better reflect its evolution to offer policies and products beyond traditional health insurance.*

Anthem Strengths

Brand recognition. Strong and financially stable, as evidenced by its high ratings from A.M. Best. Uniquely positioned among peers due to strength of BCBS brand and local market depth, reflected by its no. 1 commercial market shares in 10 of its 14 BCBS-licensed state markets. Viewed as a complete single source benefit solution (med/dent/vision), financial ability to loss lead dental & vision products by offsetting costs through medical. Anthem's ability to promote technology advancements for dental really come off the coattails that drive their medical solutions. Financially they have the buying power to reward production through bonuses or producer trips and depending on the market, have very respected tenured sales representatives. Municipalities are a major strength, some collective bargaining agreements are written requiring Anthem or BCBS be their carrier – if not amended, the union could object based on that.

Anthem Weaknesses

Some dissatisfaction with customer service and claims processing. Millions of members were affected by a data breach hack in 2015. Their major weakness is service and their ability to resolve issues, such as claim or administrative reconciliations. Some people hate working with them, but they are a necessary evil. When the

medical financials blow up then everyone generally gets an opportunity. Within CT, not viewed as a 'National' solution for many of the consultants because of the network management across other BCBS entities. These two items combined represent our opportunities.

Dental Plans and Programs

Anthem Dental Prime, Anthem Dental Complete and Anthem Essential Choice with product families including Value, Classic, Enhanced and Voluntary. (Family plans include certified pediatric dental essential health benefits.)

For *Small groups*, dental PPOs include implants, teledentistry, Ortho@Home (mild-to-moderate teeth straightening with clear aligners; in-network discounts from byte^R and SmileDirectClubTM, and extra preventive services for certain medical conditions.

For *Individuals & Families*, Essential Choice plans include Bronze, Silver, Gold, Platinum and Incentive plans- the Incentive has the highest annual maximum of \$2,500 with Rewards yearly preventive care by lowering coinsurance in the following year. Available for *Large groups*- dual-option plans (including high and low plan designs), can set maximum carryover and carry-in benefits, cosmetic benefits, unlimited maximums, accidental dental injury coverage, total-person care through Anthem Whole Health Connection[®], extended rate guarantees, bundled savings, and premium contribution options. Ask a Hygienist, Cost Estimator, Dental Risk Assessment, Accidental Dental Injury Benefit, International Emergency Dental Program. (Anthem Blue Cross of California offers the Dental Select HMO plan.)

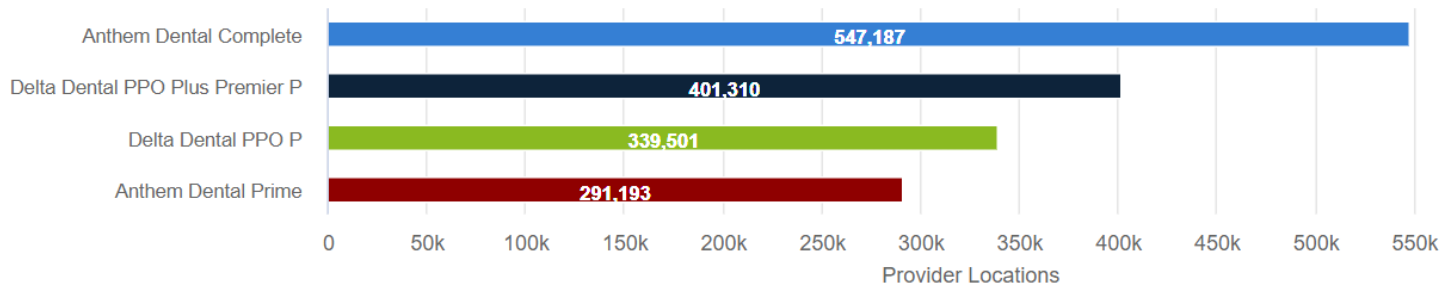
Positioning Guidance

In June of 2022, Anthem became Elevance Health although policies continue to be marketed under the Anthem and Blue brands. The company says the change was made to better reflect its evolution to offer policies and products beyond traditional health insurance. The company operates through the following segments: Commercial & Specialty Business, Government Business and Other. The Commercial and Specialty Business segment includes local group, national accounts, and individual and specialty businesses. The Government Business segment includes Medicare and Medicaid businesses, national government services and services provided to the federal government in connection with federal employee program.

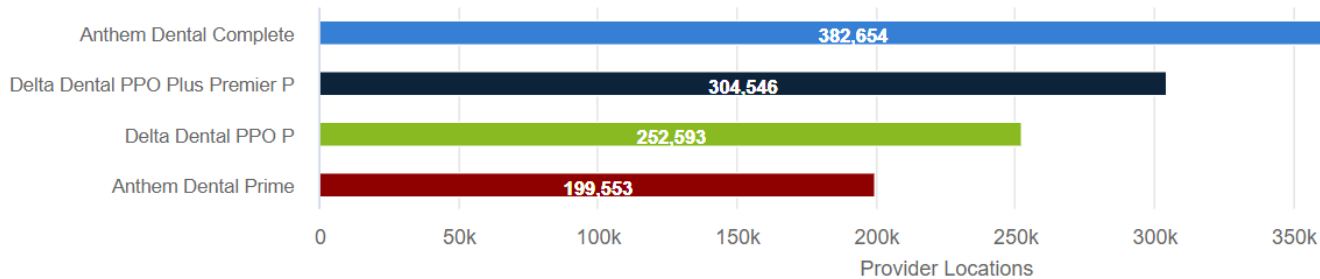
Nationwide Network Summaries

Network360 Data as of 9/23

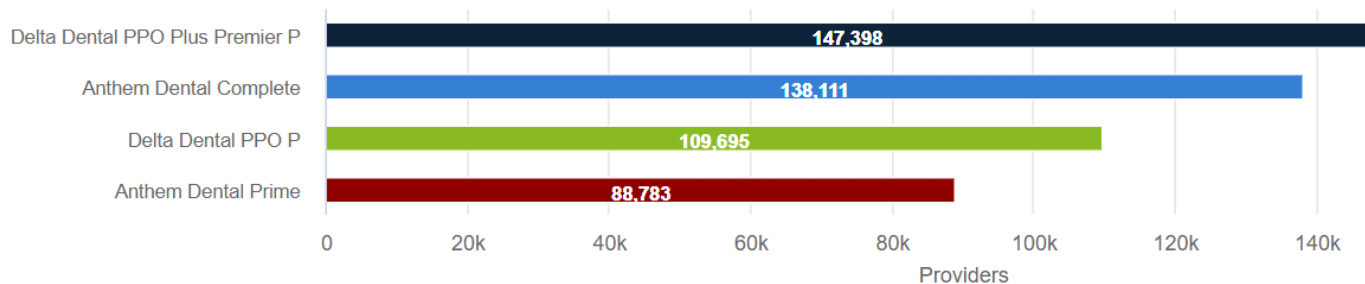
Access Points – Network360 July 2022



Access Points Confirmed– Network360 July 2022



Unique Provider - Network360 July 2022



Anthem claims one of the largest networks in the nation with over 136,000 providers at more than 556,000 locations.

Limitations and Exclusion Differences

Other relevant Positioning from their website

Anthem offers stand-alone vision (Blue View Vision and EyeMed) and voluntary dental insurance.

Liberty Dental Plan ("LDP") administers dental benefits for most Anthem Medicare Advantage plans. Liberty provides benefits administration, customer service, processes dental claims and maintains the dental provider network.