



TRANSPARENCY TOOLS

Blue Cross of Idaho's customer-focused website is being enriched with cost transparency tools and proactive alerts to drive employee engagement.

MEMBER ENGAGEMENT

Your members will have a new way to make informed choices with tools that help members understand healthcare costs, receive personalized cost-savings alerts, and gain education about their benefits. These tools can:

- ▶ Educate members to make healthcare decisions based on quality, cost and convenience
- ▶ Provide savings opportunities with personal messaging
- ▶ Promote your existing care management programs and on-site clinics



to shop for healthcare after receiving
WAYS TO SAVE™ ALERTS

COST LOOKUP

Search for a medical, dental, vision or pharmacy service with results based on your specific benefit plan, network and location.

- Individualized member details generate actual pricing predictions
- A personal view of total service cost, including member cost and plan cost
- Bundled pricing details reveal the ways total cost is calculated
- Quality ratings from both public and private data sources
- A simple design for easy navigation and searching

WAYS TO SAVE™ ALERTS (OPTIONAL)

Show your members how to save on their most common health needs - such as maintenance medications, physical therapy and chiropractic care. A clear, three-step process shows them exactly how to save.

- Targeted messages delivered monthly by email or text
- Customizable settings to distance, savings amount and more
- Finds savings for your specific network pharmacies, medical, dental and vision providers

HEALTHCARE UNIVERSITY™ (OPTIONAL)

- A comprehensive health benefits learning program that's fun and easy
- Uses videos, quizzes, interactive games and game mechanics (points badges, leaderboards)
- Explains health insurance, benefit selection, ways to save, billing and healthcare reform