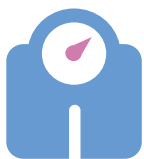


Well-being Coach

Designed to help make healthy changes possible for your team



People face many challenges to becoming and staying healthy. Life is busy, and it can be hard to make changes or break old habits, especially while working, caring for family or both. These individual challenges can add up:



\$1,429 more
average medical costs
per person, per year
for someone who
is obese¹



Smoking-related illness in
the United States costs
**more than
\$300 billion**
each year²

\$586 savings a year
is what the average employee in a
health coaching program saved the
company, in one study.³

Well-being Coach can help create lasting behavior changes for your team

This is the coaching program that gives members support for their day-to-day life, when they need it most. There are three options:

1. **Well-being Coach** gives members access to certified health coaches by phone or chat using anthem.com/ca or the Sydney Health app. For some, it can make a difference in finally tackling those changes and reaching health goals that have been difficult on their own. It is especially valuable for those at risk for higher costs and complicated conditions related to smoking and obesity.
2. **Well-being Coach Digital** is a personalized health coaching app that combines predictive analytics and proven behavioral health techniques to help employees improve their well-being. Members can get support to maintain a healthy weight or quit tobacco, with additional help on well-being topics like nutrition, activity, mindfulness and sleep.

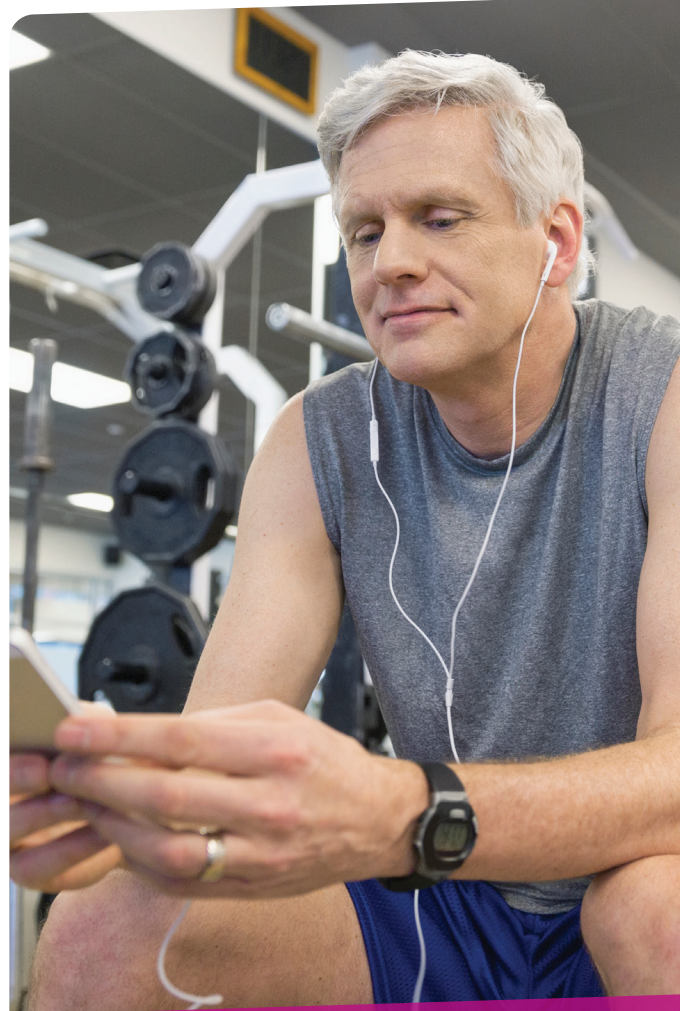
Well-being Coach Digital is powered by the Lark platform and accessible to the member via Sydney Health. Through interacting with members, it learns about members' habits and lifestyles, and provides highly customized, immediately useful advice to make small changes to help them meet their health and wellness goals.

3. **Well-being Coach Total** is health coaching that combines digital and live phone/chat coaching, to support members of all risk levels with the channel that best fits their unique needs.

These two approaches work well together. When members choose to interact with the app, the app's artificial intelligence capabilities are able to spot when they may be at risk for certain conditions or health events. The personal coach team will then reach out directly to the member to put more attention on helping them.

Give your team a coach

Talk to your Anthem representative about **Well-being Coach**



Well-being Coach Digital is powered by Lark

Lark has helped members achieve 2.8% weight loss after 15 weeks in the program. Members over 50 had a 4.3% weight loss in one year.⁴



¹ Centers for Disease Control and Prevention: *Adult Obesity Facts* (rev. March 2018): cdc.gov/obesity/data/adult.html.

² Centers for Disease Control and Prevention: *Economic Trends in Tobacco* (July 2019): cdc.gov/tobacco/data_statistics/fact_sheets/economics/econ_1/m_not_aware_of_facts/index.htm.

³ BenefitsPRO: *How key is health coaching for wellness programs?* (March 8, 2017): benefitspro.com.

⁴ Lark program outcomes, 2019.

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