Transforming the Information Infrastructure: Build, Manage, Optimize.
Some Highlights about WellPoint “Big Data”

WellPoint Reach

- Nearly 70M total lives touched
  - ~34M members in 14 states, 1 in 9 Americans
  - ~36M non-medical health care related membership

- ~35M Medicare and Medicaid beneficiaries in 14 states

- ~100M insured by a BCBSA licensee – 1 in 3 Americans*

- BlueCard PPO Provider Network*: 
  - 90% of all hospitals
  - 80% of all physicians
  - More than any single insurer

WellPoint Data

- One of the largest longitudinal databases in our industry
  - 175 TB (and growing) of data in EDWard
    - our enterprise data warehouse
  - ~100M unique members
  - 4+ years active data
  - 8+ years (and growing) of historical data

- Data latency of 1 day for most key data elements

(*) Source: BCBSA
WellPoint connects at all clinical touch points to improve member health
WellPoint Health IT Strategy

“Create the best Health Care Value in our industry”

Collect  Enrich  Deliver

Facilitate the movement of data between various clinical and administrative sources and to our members …

… and add insights that create value for our providers and members.
Collect data from multiple sources across multiple channels

<table>
<thead>
<tr>
<th>Source and Type of Data</th>
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<tbody>
<tr>
<td>• Claims</td>
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<tr>
<td>• Demographic data</td>
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<tr>
<td>• Electronic Medical Records (EMR)</td>
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<tr>
<td>• Practice Management System (PMS) data</td>
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<tr>
<td>• EMRs</td>
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<tr>
<td>• Patient History</td>
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<tr>
<td>• Lab data from national lab chains</td>
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<td>• Hospital lab data</td>
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<td>• Ambulatory data</td>
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<td>• Care Management</td>
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<td>• Claims</td>
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<tr>
<td>• EMRs</td>
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<tr>
<td>• Pre-Authorization data (for imaging / radiology)</td>
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<tr>
<td>• EMRs</td>
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<tr>
<td>• Image data (PACS)</td>
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<td>• Pharmacy management data</td>
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<tr>
<td>• Comparative drug research data</td>
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<tr>
<td>• EMRs</td>
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Enrich information once data is inside WellPoint

- **WellPoint differentiating capabilities**
- Key focus of the Industry Partner AI Engine team
- Key focus of Information Management and IT
Deliver relevant, timely, personalized, actionable information to our consumers and providers

Key Capabilities

- Industry partner AI Engine recommendations
- Longitudinal Patient Record
- Master Consumer Profile
- Batch/Real Time EDI
- Provider self service
- Digital dashboard
- Comparative research
- Wellness coach
- Outcomes based quality
AI engine application will leverage diverse data streams to impact the continuum of care

Collect → Enrich → Deliver

Clinical Data
WellPoint Data

Medical Knowledge
Longitudinal Patient Record
Comparative Research

Core Processing
Access Points
Service Needs
Customers / Users

Clinical – Evidence based medicine
Providers
Pharmaceutical Manufacturers
Payers
WellPoint Affiliated Health Plans

EMRs, payer/provider portals
MCP, Payer Med Mgmt System

Administrative – Automated pre-authorization

External & WLP Data Inputs

Treatment & Diagnosis Decision Application
Industry Partner
AI Engine

Collect
Enrich
Deliver
Industry partner AI Engine Application Scenario

Today

- Physicians make decisions without all the pertinent information
- UM process maintains sentinel effect, but still must deal with a large volume of requests that are eventually approved

Conceptual Future State Process

Tomorrow

- Physicians have up-to-date, synthesized information about the patient, clinical evidence and best course of therapy
- The UM process is automated, real-time and intelligent

Process Flow

0. Pre-visit clinical data
1. Clinician studies patient record
2. Clinician consults AI Engine solution for evidence-based, effective, quality treatment options
3. Shared decision making between patient & MD, based on robust data and real-time feedback

Scenario

Providers

WellPoint
Longitudinal Patient Record is assembled from various external and internal data sources

- Clinical data from physician practice EMRs
- Clinical and claims data from hospitals
- Data received from Labs, Imaging, PBMs, Medicare/Medicaid and other partners
- WellPoint Master Consumer Profile

Collect
Gather & Transport

Enrich
Aggregate & Leverage

- Feed patient data to
  - Industry partner AI Engine
  - Analytics
  - Care management
  - Comparative research

- In compliance w/ privacy and security laws
Summary

WellPoint knowledge assets and our provider partnership combined with AI technology drive an opportunity to transform health care

- Collection of medical evidence into the industry partner artificial intelligence engine
- Training the AI engine with known case data
- Standard, consistent and complete patient records (LPR)
- Integration into the provider environment, streamlining the administrative process

These components combined together enable medical evidence applied to an individual patient record, delivering better diagnoses and higher quality treatment