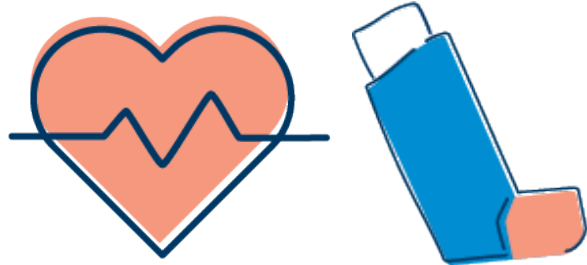


Helping members manage symptoms and take control of their CHF and/or COPD with personalized health coaching.



**Overview**

- CHF and COPD Management powered by Vida is a virtual, personalized health program for patients with congestive heart failure (CHF) and/or chronic obstructive pulmonary disorder (COPD)
- The program prioritizes medication adherence and improving health outcomes
- Can be accessed through a smartphone, tablet, or computer
- Enrolled members receive:
  - Live one-on-one health coaching with Vida Health provider oversight
  - Self-guided education and tools
  - Regular mental health assessments
  - Devices (as needed) with remote monitoring: pulse oximeter, blood pressure monitor and digital scale

**What Does This Mean to You?**

- 50%** of non-adherent members became adherent with PCP visits
- 15%** reduction in hospitalizations
- Up to **8%** average reduction in emergency visits
- 33%** of non-adherent members became adherent with their inhalers
- 75%** are still engaged at 6 months into using the program
- 97%** report a strong relationship with their coach

\*According to Vida Health data

Patients can call 1-855-506-0856 for help enrolling in the program

**Eligibility and Exclusion Criteria**

Program Eligibility	Exclusion Criteria
<ul style="list-style-type: none"> <li>• Ages ≥ 18</li> <li>• Covered under a commercial, Medicare Advantage or ACA plan</li> <li>• Members with 2 or more claims for CHF or COPD (top 5 diagnosis positions) within a 36-month lookback period</li> <li>• <b>(CHF ONLY) OR</b> Members with 1 or more prescription claim(s) for Entresto within a 36-month lookback period</li> </ul>	<ul style="list-style-type: none"> <li>• Ages &lt; 18</li> <li>• The following history in past 12-months:                             <ul style="list-style-type: none"> <li>• <i>Pregnancy</i></li> <li>• <i>Active chemotherapy/radiation treatment for cancer</i></li> <li>• <i>Open authorization for Long Term Acute Care (LTAC) or Assisted Living Facility/Personal Care Home past 30 days</i></li> <li>• <i>Hospice care</i></li> <li>• <i>Organ/bone marrow transplant</i></li> </ul> </li> <li>• The following history in past 36-months:                             <ul style="list-style-type: none"> <li>• <i>End stage liver failure or cirrhosis</i></li> <li>• <i>End stage renal disease (stage 4 or 5)</i></li> <li>• <i>Cystic fibrosis diagnosis</i></li> <li>• <i>Left ventricular assist device (LVAD)</i></li> <li>• <i>Institutionalization</i></li> <li>• <i>Alzheimer's or dementia</i></li> </ul> </li> </ul>

\*Highmark claims

The following entities, which serve the noted regions, are independent licensees of the Blue Cross Blue Shield Association: Western and Northeastern PA: Highmark Inc. d/b/a Highmark Blue Cross Blue Shield, Highmark Choice Company, Highmark Health Insurance Company, Highmark Coverage Advantage Inc., Highmark Benefits Group Inc., First Priority Health, First Priority Life or Highmark Senior Health Company. Central and Southeastern PA: Highmark Inc. d/b/a Highmark Blue Shield, Highmark Benefits Group Inc., Highmark Health Insurance Company, Highmark Choice Company or Highmark Senior Health Company. Delaware: Highmark BCBSD Inc. d/b/a Highmark Blue Cross Blue Shield. West Virginia: Highmark West Virginia Inc. d/b/a Highmark Blue Cross Blue Shield, Highmark Health Insurance Company, or Highmark Senior Solutions Company. Western NY: Highmark Western and Northeastern New York Inc. d/b/a Highmark Blue Cross Blue Shield. Northeastern NY: Highmark Western and Northeastern New York Inc. d/b/a Highmark Blue Shield. All references to "Highmark" in this document are references to the Highmark company that is providing the member's health benefits or health benefit administration and/or to one or more of its affiliated Blue companies. Vida is a separate company that provides cardiometabolic condition management services for certain eligible members of your health plan. 2023