What is Anthem Doing to Help?

**Lifestyle Information at Anthem.com**
SpecialOffers@Anthem provides discounts on everything from alternative medicine to fitness center memberships, weight loss and smoking cessation programs, and more. Health-related articles and resources are also accessible from our Web site.

**Health Care Decision Tools at Anthem.com**
Our online Hospital Comparison tool gives members detailed information about health conditions, treatment options, and cost comparisons, enabling them to make informed health care decisions.

**Provider Networks**
Anthem manages the unit cost of care by negotiating fees within our provider network.

**Legislative Partnership**
Anthem works hard with legislators to share information and help shape laws that can benefit consumers and the health care industry.

**Fraud Recovery**
Nationally, Anthem recovered more than $70.1 million, as of August 2005, in various types of cases.11

---

The Rising Cost of Health Care

Why are Premiums Increasing?  
What is Anthem Doing to Help?  
How Can We All Make a Difference?

---

Anthem Blue Cross and Blue Shield is the trade name of Anthem Health Plans of Virginia, Inc.  
An independent licensee of the Blue Cross and Blue Shield Association.  
© Registered marks Blue Cross and Blue Shield Association.

AVA1381-PHC (03/07)
Increased Consumer Demand

Americans are using the health care system now more than ever. In 2004, health care costs amounted to about $1.8 trillion. By 2014, health care spending is expected to rise to more than $3.6 trillion.

Lifestyle Choices

- Poor lifestyle choices account for about half of all health expenditures.
- Three out of four Americans do not get the minimum amount of physical activity - 30 minutes of moderate exercise five days per week - necessary to maintain a basic level of fitness.
- More than half of Americans are overweight or obese. Health care costs of American adults with obesity amount to approximately $100 billion.

Technology & Medical Advancements

Advances in technology and treatments may mean better medicine, but the price tag is often hefty. Projections state that technology accounted for an estimated 25% to 33% of health care spending growth between 2001 and 2005.

Provider Reimbursements

Physicians and hospitals continue to increase the cost of their services as they try to recoup their rising operating and labor costs.

Federal & State Mandates

Although well-intentioned, government legislation requiring health plans to cover specific services ultimately drives the cost of health care coverage higher. Over a period of five years, The Health Insurance Portability and Accountability Act (HIPAA) alone is expected to cost the industry $40 billion.

Health Care Fraud

The federal General Accounting Office estimates that 10% of all health care costs are due to fraud.

How Can All of Us Make a Difference?

Choose Generic Drugs

- On average, smokers receive more health care services than non-smokers.
- Americans are spending more on prescription drugs.
- New “designer” drugs are increasingly expensive, due to development and advertising costs.

Exercise Regularly

- Step up physical activity.
- Engaging in just 30 minutes of exercise, five days a week, can help you maintain a basic level of fitness.
- By becoming more physically active, we could save national health care more than $76 billion and help mitigate health insurance increases.

Eat Healthy

- Eat a balanced diet that includes whole grains and lots of fruits and vegetables.
- Educate yourself about healthy nutrition. You’ll find valuable health and wellness information online at Anthem.com.

Maintain a Healthy Weight

- By eating right and maintaining a healthy weight, we could require less medical services and fewer medications.
- Your doctor can determine if you are overweight and recommend a safe diet and exercise program for weight loss.
- If you are overweight, you can improve your health and help save health care dollars for all Americans by losing weight according to your doctor’s recommendations.

Don’t Smoke

- Cigarette smoking has been identified as the most important source of preventable morbidity and premature mortality worldwide. Smoking is responsible for approximately one in five deaths in the United States.
- If you smoke, quit now. If you need help quitting, Anthem offers discounts on smoking cessation products.
- Avoid exposing yourself to second-hand smoke.