

Give employees something to smile about.

Anthem Blue Cross integrated health and specialty products give members who are pregnant or have diabetes additional preventive benefits and guidance.

Your employees don't see their teeth and eyes separate from their overall health, so why should your insurance coverage treat them that way? As the largest health benefits provider in the country,¹ we're always looking for new ways to help our members improve their health and stay healthy. Even with our dental and vision insurance. That's why we deliver an integrated health solution.

Did you know that more than 90 percent of vision loss caused by diabetic retinopathy can be prevented with proper vision care?² And that gum disease can lead to premature births.^{4,5} So we think it's important that our dental and vision programs provide diabetic and pregnant members with as much support and guidance as possible. Becoming well informed and making better decisions can help keep our members healthier. That can help keep your health care costs lower and your employees more productive. And that makes good business sense.

Promoting healthy mouths for pregnant and diabetic members.

Dental Blue[®] members who are pregnant or living with diabetes can receive one additional dental cleaning or periodontal maintenance procedure a year. And we'll also reach out to them with our Future Moms and ConditionCare: Diabetes programs if they are enrolled in the 360[°] Health[®] program. These members know how important it is to take care of their bodies and watch what they put in their mouths. But they also need to take extra special care of the mouth itself ... which includes the teeth and gums.

Turn over and find out why. >



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Extra support for your employees:

- ▶ Preventive care and condition management for pregnant or diabetic members
- ▶ Guidance from our **Future Moms** and **ConditionCare: Diabetes** programs

Here's why:

- ▶ **People with diabetes** are more likely to get infections, which makes them more likely to get gum disease.³
- ▶ Gum disease can cause tooth loss, which makes it hard to chew the right kinds of food to help keep diabetes in check.^{3,5}
- ▶ Diabetics with gum disease have a harder time controlling their sugar levels because infection can cause high blood sugar levels.³
- ▶ **It's also very important that women who are pregnant** take good care of their teeth and gums to prevent gum disease, which can result in premature birth and low birth weight.⁴
- ▶ The United States Surgeon General reports that there is a strong link between the health of a pregnant woman's mouth and her overall health.⁶
- ▶ In fact, pregnant women with gum disease may be seven times more likely to have a baby that's born too early and too small.⁴

To get the extra benefits, members simply submit a sign-up form that they can get online at anthem.com/ca.

Improved diabetes management for our vision members.

Similarly, members who have our vision coverage and our 360° Health[®] program included in their health plan may be enrolled in our ConditionCare: Diabetes program if their vision claims include a diabetic-related diagnosis. We'll proactively reach out to tell them how they can learn more about managing their diabetes and how it can affect their vision and overall health. They'll get access to our 24-hour phone support line staffed by registered nurses, special health evaluations, online resources and more.

Want to learn even more?

Offering Anthem dental and vision coverage along with your health plan makes good sense. Contact your broker or sales representative today. Get a quote and find out how one point of contact can help meet all your needs and help make your life easier.



1 Each affiliated company is a separate, independent legal entity for financial purposes and is solely responsible for its own contractual obligations and liabilities.

2 Mayo Clinic website: *Oral health: A window to your overall health* (February, 2009): mayoclinic.com/health/dental/DE00001/NSECTIONGROUP=2

3 American Academy of Periodontology website: *Baby Steps to Healthy Pregnancy and On-Time Delivery* (May, 2008): perio.org/consumer/pregnancy.htm

4 American Dental Hygienists' Association website: *Oral Health - Total Health: Know the Connection* (2008): adha.org/media/facts/total_health.htm

5 U.S. Department of Health & Human Services, Office of the Surgeon General website: *National Call To Action To Promote Oral Health* (November, 2001): surgeongeneral.gov/topics/oralhealth/nationalcalltoaction.html

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