

A comprehensive approach to women's health

Anthem is transforming women's health with a whole-person approach that extends beyond maternity — supporting every stage of life, from puberty and fertility to menopause, while also addressing women's unique needs in behavioral health, cardiovascular, and cancer care.



Why women's health matters

Women's health is not only a personal issue — it's a public health, workforce, and economic priority.

Comprehensive women's health programs ensure continuous, coordinated, and equitable care. They improve outcomes, reduce disparities, lower costs, and empower women to thrive as caregivers, professionals, and leaders.

Women face more chronic illness

They live longer than men, but women experience higher rates of nonfatal conditions starting as early as a adolescence¹

Maternal mortality is rising

Maternal mortality rates in the U.S. have nearly doubled, from 17.4 in 2018 to 32.9 per 100,000 live births in 2021²

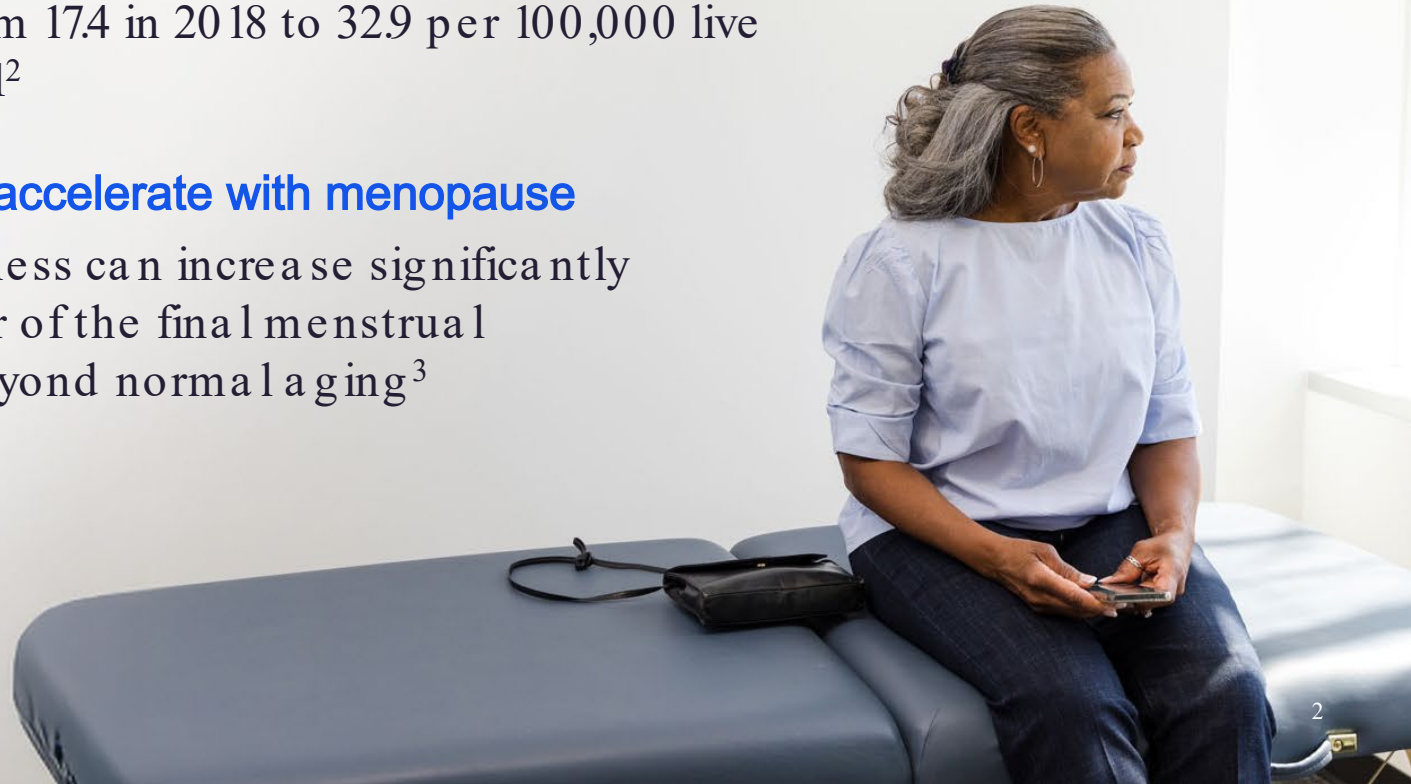
Health risks accelerate with menopause

Arterial stiffness can increase significantly within a year of the final menstrual period — beyond normal aging³

¹ The BMJ Women live longer than men but have more illness throughout life, global study finds (May 2024); [bmj.com](https://www.bmj.com).

² American Journal of Obstetrics & Gynecology (AJOG): Maternal mortality in the United States: are the high and rising rates due to changes in obstetrical factors, maternal medical conditions, or maternal mortality surveillance? (April 2024); ajog.org.

³ National Library of Medicine (NIH): Arterial Stiffness Accelerates Within 1 Year of the Final Menstrual Period: The SWAN Heart Study (Jan 2023); pubmed.ncbi.nlm.nih.gov.



Women's health solutions for every stage of life



General health support

- Heart and metabolic conditions
- Mental health
- Weight management
- Chronic conditions (e.g., diabetes and hypertension)
- Sexually transmitted infections (STIs)
- Genetic risk counseling
- Alzheimer's disease
- Cancer



Family planning

- Fertility/infertility
- Adoption
- Surrogacy
- Maternity
- Doula's
- Postpartum
- Breastfeeding
- Neonatal intensive care unit (NICU)
- Parenting
- Pediatrics



Issues unique to women

- Puberty
- Menstruation
- Contraception
- Menopause
- Breast and pelvic health
- Incontinence
- Osteoporosis
- Polycystic Ovary Syndrome (PCOS)
- Endometriosis
- Fibroids
- Navigating work (with health issues)



Health equity

- LGBTQ+
- Social drivers of health (SDoH)
- Food as Medicine

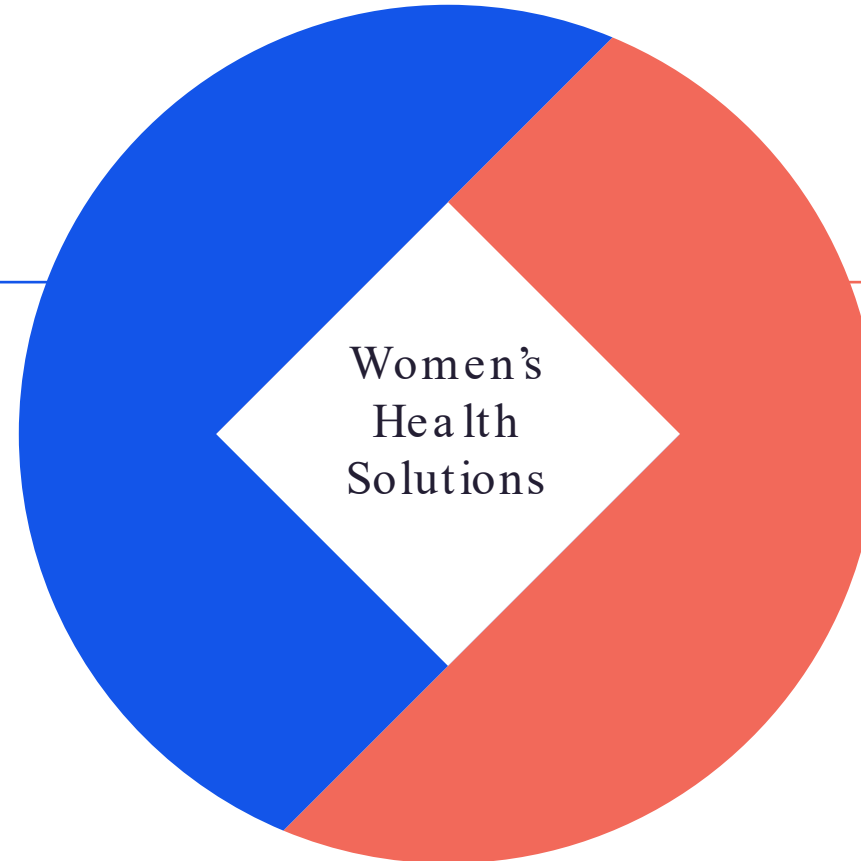
What's next for Anthem's integrated Women's Health Solutions

Building Healthy Families Complete

This buy-up version of the core Building Healthy Families (BHF) program:

- Retains all the core features of the original BHF.
- Adds high-touch support services and optional client customizations.
- Expands the scope of care coaches from preconception through parenting.
- Provides access to virtual providers and doulas

Coming 3/1/2026 for LG and ANA ASO



Women's Health Center

An enhancement for members to access all of our women's health solutions

A personalized, data-driven online resource, available on Sydney Health and Anthem.com. It features:

- Virtual nurse consultations to address concerns and connect to resources.
- Online scheduling for convenient visit booking.
- Women's Specialty Network of top in-person and virtual care providers.
- Personalized dashboard with health insights and next steps.
- Educational library with screening and preventive guidance.

Coming no-cost or low-cost 1/1/2027 for all commercial members

Women's Health Center

Enhancing the member experience through a data-driven, personalized digital hub empowering women to manage health across life stages

Coming 1/1/2027 for all commercial members.
Image for illustrative purposes only.

Health Program Navigation

Health program representatives are available via chat message to help members navigate the program and find care easily.

Women's Specialty Network

It includes a curated set of top-tier in-person and virtual care providers and centers of excellence specializing in women's health.

Seamless integration

The Women's Health Center has links to additional Anthem or third-party programs.



WHC dashboard landing page

Personalized content and dashboard

Driven by self-assessment, member preferences and claims data, members have a comprehensive view of their health and areas of care to address.

Educational content and resources library

Our resource library materials inform members on the importance of screenings and other preventive measures based on their age.

Women's Health Clinic

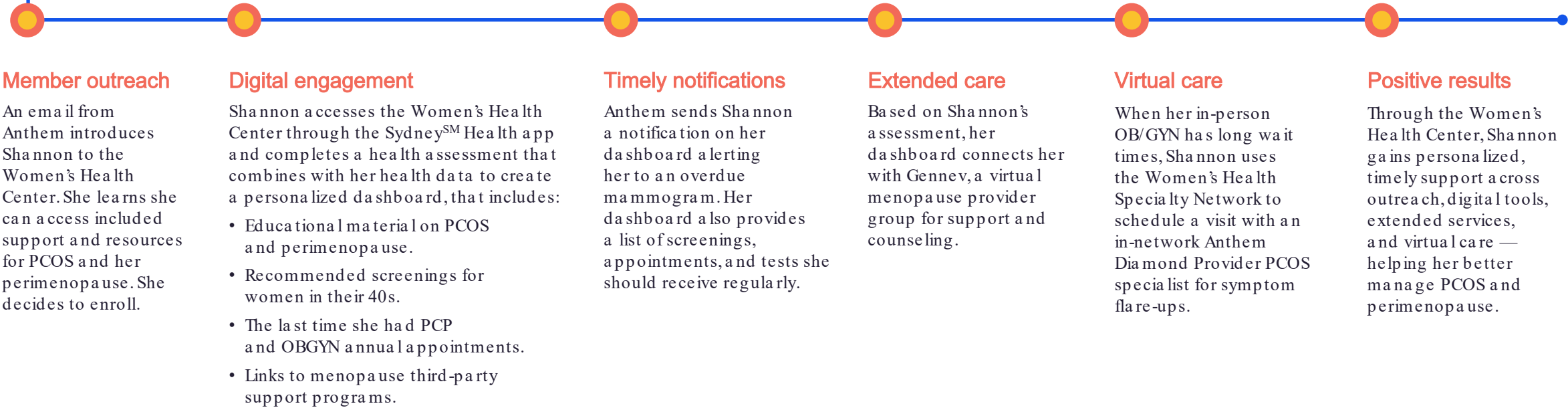
Virtual care for a broad range of women's health needs including menopause, PCOS and unexplained bleeding.

Women's Health Center: support at every stage of care



Meet Shannon

A 46-year-old from Chicago, Shannon has Polycystic Ovary Syndrome (PCOS) and is experiencing perimenopausal symptoms.



Shaping the future of women's health

By redefining women's health together, we can deliver care that improves lives, strengthens families, and creates measurable value for employers. With Anthem, you and your employees benefit from:

- Adaptive, whole-person care that meets women where they are.
- Connected health solutions across digital, clinical, and specialty providers.
- A focus on outcomes that improve employee well-being and lower costs.
- Programs rooted in equity, access, and affordability.

To learn more, contact your Anthem representative.



Sydney Health is offered through an arrangement with Caredon Digital Platforms, a separate company offering mobile application

Anthem Blue Cross and Blue Shield is the trade name of: In Colorado: Rocky Mountain Hospital and Medical Service, Inc. HMO products underwritten by HMO Colorado, Inc. In Connecticut: Anthem Health Plans, Inc. In Georgia: Blue Cross Blue Shield Healthcare Plan of Georgia, Inc. In Indiana: Anthem Insurance Companies, Inc. In Kentucky: Anthem Health Plans of Kentucky, Inc. In Maine: Anthem Health Plans of Maine, Inc. In Missouri (excluding 30 counties in the Kansas City area): Right Choice Managed Care, Inc. (RTC), Healthy Alliance Life Insurance Company (HAUC), and HMO Missouri, Inc. RTC and certain affiliates administer non-HMO benefits underwritten by HAUC and HMO benefits underwritten by HMO Missouri, Inc. RTC and certain affiliates only provide administrative services for self-funded plans and do not underwrite benefits. In Nevada: Community Care Health Plan of Nevada, Inc. and Rocky Mountain Hospital and Medical Service, Inc. HMO products underwritten by HMO Colorado, Inc., dba HMO Nevada. In New Hampshire: Anthem Health Plans of New Hampshire, Inc. HMO plans are administered by Anthem Health Plans of New Hampshire, Inc. and underwritten by either Matthew Thomson Health Plan, Inc. or Anthem Health Plans of New Hampshire, Inc. In New York: Anthem Healthchoice Assurance, Inc. In Ohio: Community Insurance Company. In Virginia: Anthem Health Plans of Virginia, Inc. trades as Anthem Blue Cross and Blue Shield in Virginia, and its service area is all of Virginia except for the City of Fairfax, the Town of Vienna, and the area east of State Route 123. In Wisconsin: Blue Cross Blue Shield of Wisconsin (BCBSWI) underwrites or administers PPO and indemnity policies, and underwrites the out-of-network benefits in POS policies offered by Compare Health Services Insurance Corporation. Compare underwrites or administers HMO or POS policies. Independent licensees of the Blue Cross Blue Shield Association. Anthem is a registered trademark of Anthem Insurance Companies, Inc.