

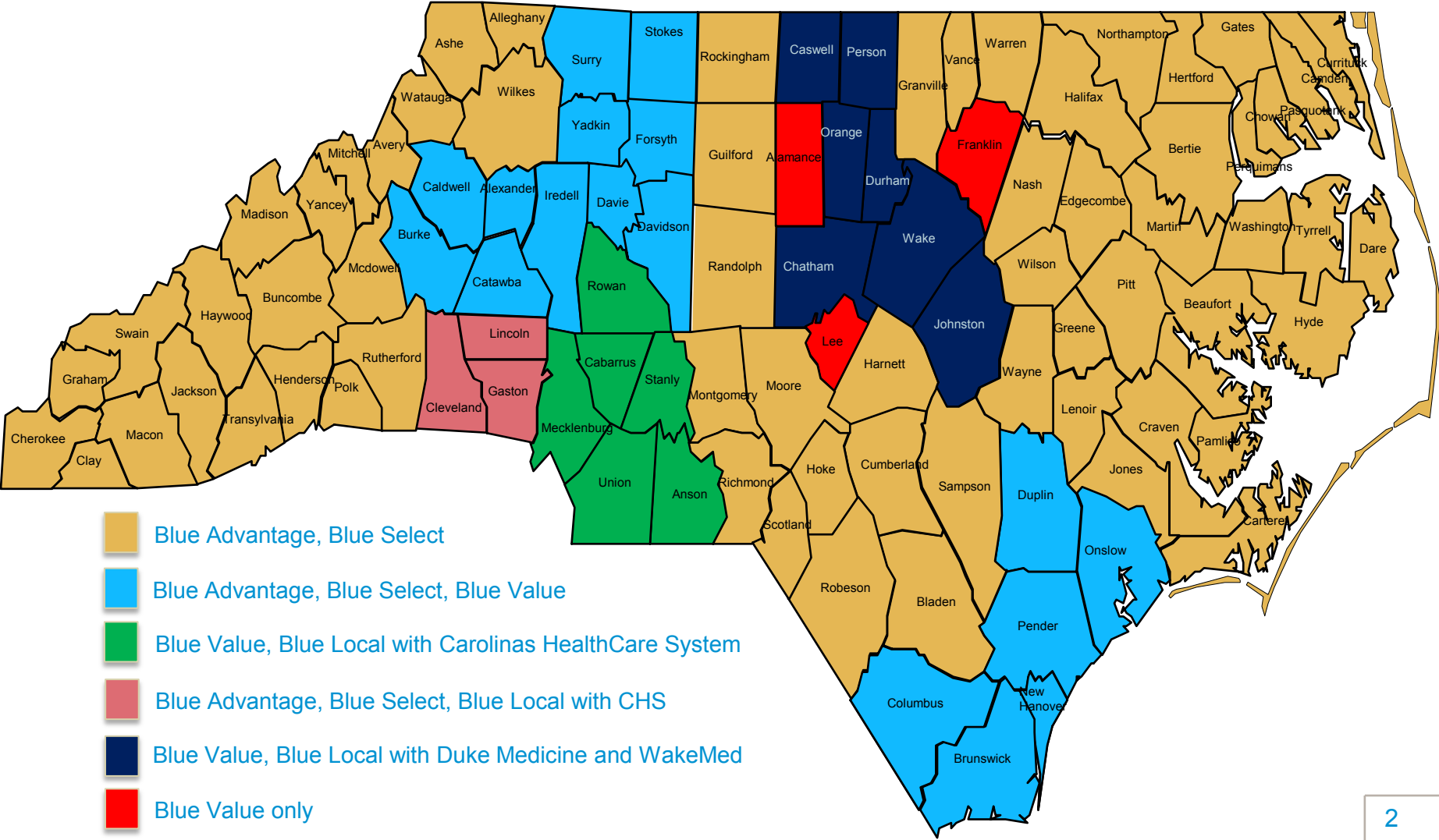
NC GET COVERED

Walker Wilson

BCBSNC

September 18, 2015

ACROSS NORTH CAROLINA....



- Will touch members multiple times
 - Two renewal notices
 - First with estimated subsidy
 - Second with actual subsidy from CMS
 - Other communications planned
- BlueConnect continues to be main member portal with easy-to-search provider tool with participating networks

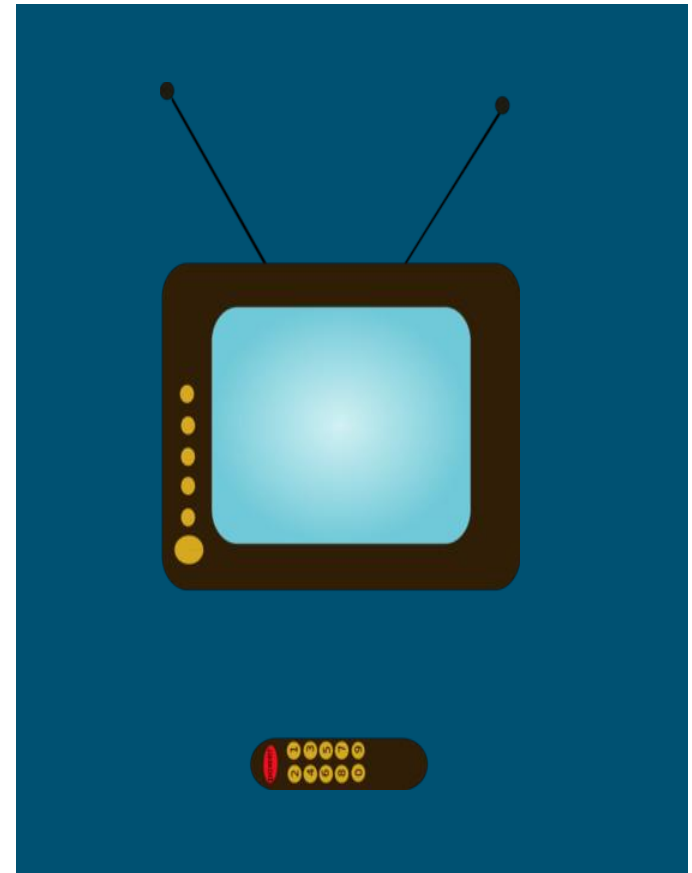
- Mall Kiosks
- Continue Hispanic focused events
- Continue work with the African American community
- Online campaigns and working with colleges
- Simplifying the rate quote and enrollment process with improved systems

NEW & IMPROVED ONBOARDING EXPERIENCE



A personalized experience that will present information in a simple, intuitive and innovative way

When members watch their video and complete a brief quiz on the content, they will be rewarded \$15 through Blue Rewards (if applicable).





THANK YOU!