

Anthem Student Advantage

Behavioral health services keeping students confident and connected

Behavioral health is an important component of our total health services and we are committed to providing this seamless support to students when they need it most. Anthem's behavioral health network is one of the nation's largest, providing all students immediate access to virtual care, with in-person access to a specialist—usually within a 20-mile search radius.



Treating the whole person



In the past five years, counseling center usage rates increased between **30%** and **40%**¹



2/3 of student survey respondents reported overwhelming anxiety²



1/3 of those with mental health issues drop out after their first year²



42% of respondents said they would pay to add online/remote mental health services²

Comprehensively integrated

Our behavioral health services seamlessly integrate with our medical plans to enhance overall health management and improve long-term outcomes. They support students with a wide range of mental health or substance abuse concerns, from short-term to more chronic issues.

- Our specialty network of behavioral health providers includes physicians, therapists, acute care, and specialty hospitals.
- Our customer care representatives and licensed behavioral care clinicians work with providers to help determine the most appropriate care for students.
- Our care managers consider treatment based on benefits available.
- With behavioral health and medical management fully integrated, we can holistically assess a student's needs to find the most appropriate and effective treatment.
- We offer customized behavioral health plans based on campus size and effectiveness for you and your students.

Top-of-class behavioral health resources

We've assembled a veritable dean's list of partnerships and programs to support student mental health. Working seamlessly with Anthem's total health approach, they're designed to engage and help students thrive.

Emotional Well-being Resources

Included at no extra charge, Emotional Well-being Resources is a self-guided digital tool for managing behavioral health conditions like depression, anxieties, substance use, stress, insomnia, and COVID-19 concerns.

- Self-guided CBT expands access to support and eliminates social stigma barriers.
- Comprehensive self-assessments facilitate appropriate program recommendations for students and their dependents (age 13+).
- Personalized care modules promote skill-building, resiliency, and mindfulness.
- Opportunities to engage Master's-level clinical coaches via text, email, and phone.
- Family, friends, and peer-to-peer communities encourage additional social support.
- Post-program surveys, mindfulness moments, and webinars.

Impact³

- **~30%** average improvement in clinical assessment
- **44%** improvement in psychometric outcomes when working with a coach
- **6x** average industry engagement vs. traditional solutions
- **94%** would recommend the program to others

Togetherall

An online peer-to-peer mental health community included in your plan, Togetherall empowers students to anonymously seek and provide support. Harnessing the power of connectedness, it's moderated 24/7 by licensed mental health practitioners, ensuring that students are safe, supported, and guided to the appropriate campus resources when necessary, no referrals required.

Critical to reaching underrepresented students, 46% of registered students identify as BIPOC and 5% as trans or non-binary.

Impact⁴

- **93%** self-report improvement in well-being
- **80%** felt less isolated after using Togetherall
- **64%** share on Togetherall because it's anonymous
- **35%** report Togetherall is their only source of reliable mental health support
- Serves **300+** institutions and **3+ million** students

Reimagining what's possible

By providing such breadth of behavioral health support, Anthem is committed to ensuring that every student has easy access to the help they need.



1 Center for Collegiate Mental Health, Penn State University, 2020 Annual Report.
2 Anthem Student Health Plan Research, 2019.
3 2020 Learn to Live program results. Note: these are not specific to student members.
4 As reported by Togetherall internal data.