

New back pain management program effective July 19, 2021

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Effective July 19, 2021, Anthem Blue Cross and Blue Shield (Anthem) and AIM Specialty Health® (AIM), a separate company, will launch a new Back Pain Management Program for Anthem fully-insured members. AIM works with leading insurers to help improve health care quality and manage costs for today's most complex and prevalent tests and treatments, and to help promote care that is appropriate, safe and affordable. In pursuit of that commitment, we have created a new Back Pain Management program to educate and support members as they navigate through their back pain journey to help reduce risk of chronicity and minimize recurrences and complications.

The program will use predictive analytic models to identify members who are experiencing back pain or are at risk for complications related to back pain conditions. This early identification allows our program to target members who could experience an increase in back pain without the right education and support.

Our targeting management process includes:

- Predictive models for members likely to be referred for back surgery based on several risk factors
- Risk stratification to help ensure the appropriate level of support is provided
- Targeted outreach to members through our digital engagement platform, email and telephone
- Customized education and support of provider treatments based on member's specific needs
- Education and support of services such as behavioral health as appropriate

Members included in the new program

All fully-insured members currently participating in AIM and Anthem programs in Anthem are included. The following members are excluded: self-funded (ASO) groups, Medicare Advantage, Medicaid, Medicare, Medicare supplement, MA EGR, and the Federal Employee Program® (FEP®).

The [AIM Back Pain Program microsite](#) provides access to helpful information and tools such as program information and FAQs.

AIM Back Pain Program informational webinars

Anthem invites you to take advantage of a free informational webinar that will introduce you to the program. Go to the [AIM Back Pain Program microsite](#) to register for an upcoming webinar.

We value your participation in our network and look forward to working with you to help improve the health of our members.

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