

## General Information

### What is the Cancer Support Program?

Part of our Cancer Care Solutions portfolio, the Cancer Support Program provides a way to optimize care for commercial members from early detection and diagnosis, through treatment, survivorship and the end of life. The program provides members with an end-to-end comprehensive cancer navigation and support solution.

The Cancer Support Program, Iris by OncoHealth™, is an oncology support and navigation solution for members diagnosed with cancer. It ensures members and their caregivers feel supported at every step of their cancer experience, reducing stress, improving access to resources, and addressing gaps in supportive care. The program delivers personalized, cancer-focused support to members and their caregivers. The program's cancer specialists help members navigate the emotional, physical, and financial challenges caused by cancer and its treatments. Members can access Iris and the program's services anytime, anywhere, through an easy-to-use smartphone app, on the web, and by phone.

Supportive care services include:

### 24/7 Nursing Care and Navigation

- Comprehensive assessments and symptom tracking that inform personalized care plans, with real-time, evidence-based interventions to address distress, anxiety, and malnutrition.
- On-demand oncology nurse visits through multichannel communications.

### Oncology-Specific Mental Health Support

- Sessions with oncology social workers licensed to provide counseling for anxiety, depression, distress, and other cancer-specific goals and needs.
- End-of-life advance care planning (ACP).

### Oncology-Specialized Nutrition Support

- One-on-one sessions and group sessions.
- Personalized guidance to address risk for malnutrition and other cancer-related side effects impacting diet and nutritional needs.

### Resource Navigation

- Universal screenings identify social determinants of health and financial toxicity related to cancer.
- Individualized support connects members to local and national programs that address personal needs based on screening results.

### Educational Self-Service Content

- An extensive library of clinically approved articles, videos, and virtual events for members and their designated caregivers.

### Which groups are eligible for the solution?

The program will be available as a buy-up for Blue Cross Blue Shield of Michigan and Blue Care Network commercial self-funded groups. It will be embedded for all BCBSM commercial fully insured groups and IBU. There are no group size requirements for self-funded groups for these solutions.

### Which members are eligible for the solution?

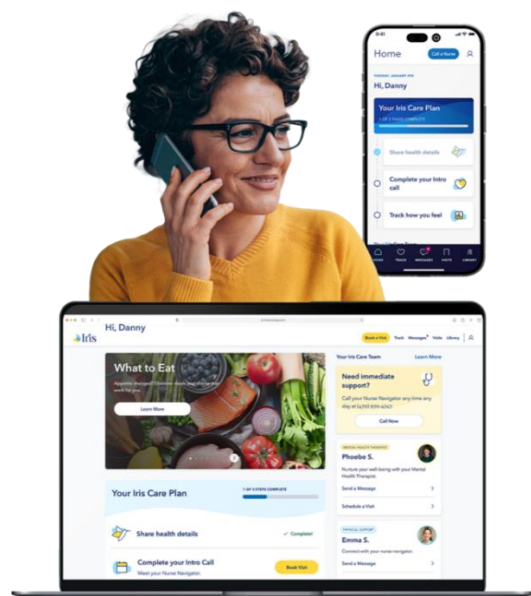
Any member with cancer, or a cancer survivor, age 18 or older on a Blue Cross Blue Shield of Michigan or Blue Care Network Commercial plan.

Claims with a cancer-related ICD-10 diagnosis can be used to determine eligibility. Members can also self-refer. In addition, Blue Cross® care managers may refer a member for the Cancer Support program.

Caregivers can also access all the features of the program on behalf of the member (with the member's permission).

### Who is the vendor for this solution?

OncoHealth is our vendor. OncoHealth provides an oncology support and navigation program for members diagnosed with cancer. This is done through Iris by OncoHealth. The program delivers personalized, cancer-focused support to members and their caregivers. Members can access Iris through an easy-to-use smartphone app, on the web, or by phone.



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### When will the solution be available?

The program launched January 1, 2024. For self-funded groups, a 90-day implementation lead time is required.

### Is this solution available for both Blue Cross and BCN?

Yes, it's available for both Blue Cross and BCN commercial groups.

### Are out-of-state members included? Is this a national program?

Yes, to both.

### Does the Iris Cancer Support Program replace care provided by Blue Cross® in-network providers or change the member's medical benefits?

No, this program is meant to supplement, not replace, the care a member receives from in-network providers. Iris by OncoHealth's virtual providers offer coaching and support for members who are going through the ambiguity of a cancer diagnosis and treatment. Clinicians communicate with members' oncology teams and provide summary notes with each encounter. The Cancer Support Program doesn't change a member's medical benefits; cancer care and treatment benefits are still provided through Blue Cross.

### How can providers learn more about the program?

Providers can visit [IrisOncology.com](https://IrisOncology.com) to learn more. Providers who wish to collaborate with OncoHealth teams can email [Nursing@IrisOncology.com](mailto:Nursing@IrisOncology.com) or call 470-970-4747 to communicate about a member's clinical care.

## Selling the Solution

### Why would a group choose the Cancer Support Program?

A group would choose this solution because they want to provide their employees with support to navigate the emotional challenges and physical symptoms caused by cancer and cancer treatment.

Customer groups have expressed strong interest in oncology navigation and cancer screenings. Clinical navigation was ranked as the second most important feature in an oncology offering by Michigan benefit decision-makers, with screening and prevention resources ranked fourth.

In addition:

- The 2023 Health Plan reported cancer as the number one driver of health care costs, surpassing musculoskeletal.
- Cancer impacts 1% to 2% of Blue Cross members but accounts for 11% to 12% of total spend (nearly \$2 billion in 2022), increasing the burden on customers and members.
- Group customer, CMCX and Voice of Customer quantitative and qualitative data indicate a strong need for — and preference to invest in — an oncology navigation and support solution, along with screening and prevention resources.
- This program addresses the pain points expressed by groups' employees touched by cancer, such as:
  - Receiving timely and expert clinical guidance on the best personalized treatment plan
  - Help navigating health benefits and reducing barriers to social determinants of health
  - Managing symptoms of physical and emotional health

Our Cancer Support Program offers personalized, data-driven care and navigation throughout the entire care journey, ensuring members receive high-quality, clinically appropriate and convenient treatment and support. Value drivers include:

- Quality – improves access to cancer care and ensures quality support using evidence-based guidelines, clinical expertise and compassion
- Member experience – provides on-demand tools and resources for support, education and advocacy to reduce the ambiguity of a cancer diagnosis

A group may consider the solution for the following fiscal advantage:

- The PEMPM pricing model only bills the group when the member has engaged with the Cancer Support Program.
- Members can re-engage with Iris at any point in their cancer care journey that is right for them. Iris will always be available for the member, and billing will re-commence when the member has re-engaged and using the solution.

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### What are members saying about the Cancer Support Program?

- *"[My Iris nurse] is unbelievably responsive, knowledgeable, professional and supportive. She has been here for me in most desperate times. The information and calm response are reassuring and keep me going each day"*
- *"My nurse is outstanding! She provides me with information that my oncologist does not which has been very helpful and making continuing decisions about my treatment. [My nurse] is a gem!"*
- *"Having another level of support for me is an amazing feeling. I had an amazing conversation with a very talented, smart and caring nurse, I could tell she cared about me as a person. Thank you so much for what you do!!"*

### Can groups purchase this solution off cycle?

Yes. Groups can add the Cancer Support Program throughout the year. It is not tied to the typical benefits renewal period. A 90-day implementation time frame is required for any launches and that begins once the group has signed and returned the appropriate Letter of Understanding (LOU).

### What is the pricing for the solution?

The Cancer Support Solution is \$165 per engaged member per month or PEMPM, based on member engagement.

### Are performance guarantees available for this solution?

No, performance guarantees aren't available for this program.

### How does the claims-based billing work?

OncoHealth bills Blue Cross using a unique combination of program codes (NPI, CPT and modifiers) through claims. Blue Cross then passes the cost of the claim, including the claim benefit expense and BCBSM fee, to the group. This is the same process we use when a provider submits a claim for an ASC group to Blue Cross.

### What riders do we use for this solution?

BCN is CANSPF; BCBSM riders are 856R 857R 858R 859R and 860R.

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### Is the solution compatible with other solutions?

Yes, it is compatible with the *Oncology Value Management* program delivered by OncoHealth. It's also compatible with *Expert Medical Opinion from 2nd.MD*.

### Is there coordination between Cancer Support and other programs such as Expert Medical Opinion?

Yes, there is coordination between Cancer Support and other programs, such as Expert Medical Opinion, depending on a member's plan benefits. The Blue Cross care management team, as well as customer service teams, play a crucial role in this coordination. Blue Cross care managers and customer service teams are well-informed about the programs available to each member, ensuring comprehensive support and coordination.

A key feature of this coordination is the warm transfer capability for members engaged in the Cancer Support program. OncoHealth specialists can directly connect members to Blue Cross service teams using the number on the back of their card. This warm transfer ensures that members receive immediate assistance and guidance.

### Are there any HSA/HDHP restrictions?

No, because this program isn't part of the medical benefit, and the member isn't required to meet the plan deductible to participate in the Iris Cancer Support Program.

## Reporting

### What type of reporting is available to groups?

Upon request, ASC groups that have 10+ engaged members can receive quarterly group-specific reports that include information about engagement, demographics, member touchpoints, referrals and more.

Fully insured groups with more than 300 members can also receive quarterly group specific reporting upon request.

### How do I request reports?

You can request reports through your Blue Cross account manager.

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## Member Experience

### How will members learn about the program?

Fully insured and ASC members who are eligible for the program will be notified through various types of direct member communications. In addition, an employer toolkit that includes a variety of different types of communications will be available at [bcbsm.com/engage](https://bcbsm.com/engage) so employer groups can provide information about the program.

### What does a member pay for this solution?

There is no out-of-pocket cost for the member. Explanation of benefits statements aren't generated for this program.

### Are members who live in Canada eligible for this solution?

No, Canadian members are not eligible.

### How does a member sign up for the Iris Cancer Support Program?

Eligible members can enroll into the program via phone, web or a smartphone app. Members may call Iris at 1-844-912-4747, use their web browser to navigate to the 'Sign Up' page <https://irisoncology.com/bcbsm-signup/>, or download the Iris app from the Apple or Google Play store.

Enrollment phone support is available from 9 AM to 6 PM Eastern at 1-844-912-4747, or by email at [support@irisoncology.com](mailto:support@irisoncology.com).

### How is engagement defined?

Engagement is defined as any interaction with the program during the month. This includes visits with an Iris Care Team oncology specialist, a mental health therapist, or dietitian, asynchronous chat with an Iris Care Team member or peer mentor, receiving cancer-specific content through the app or from a specialist, or tracking self-reported symptoms using the symptom tracker.

According to OncoHealth, typical member engagement metrics are:

- About 43% of participants meet with an oncology nurse or behavioral health therapist at least once a month with an average of 2.3 touchpoints.
- 68% use a personalized, self-directed curriculum.

Billing stops when a member doesn't engage in the program in any way, for more than three consecutive months.



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### What happens after a member engages with the Iris Care Team?

Once enrollment is complete, members gain access to Iris's multidisciplinary team of cancer experts. The program begins with an introductory session with their dedicated Iris Nurse Navigator, who develops a personalized care plan based on the member's needs and goals. Depending on their care plan, members might connect with other oncology specialists (such as mental health therapists or nutritionists), learn skills through digital modules, or track symptoms in a digital tracker that is monitored 24/7 by the Iris nursing team. Through these ongoing interventions, members achieve improved satisfaction, quality of life, and health outcomes.

### Will Iris care advocates be aware of group plan designs to direct members correctly?

Yes, we have the opportunity to share group-specific benefits so the Iris care advocates would be aware and can reinforce this. They can direct to in-network providers and Blue Distinction Centers, and direct members to the Provider Search tool.

***Additional questions? Contact your Blue Cross account manager.***

*OncoHealth is an independent company supporting Blue Cross Blue Shield of Michigan and Blue Care Network by providing cancer support services.*

*2nd.MD is an independent company contracted by Blue Cross Blue Shield of Michigan to provide medical second opinion services to BCBSM members.*