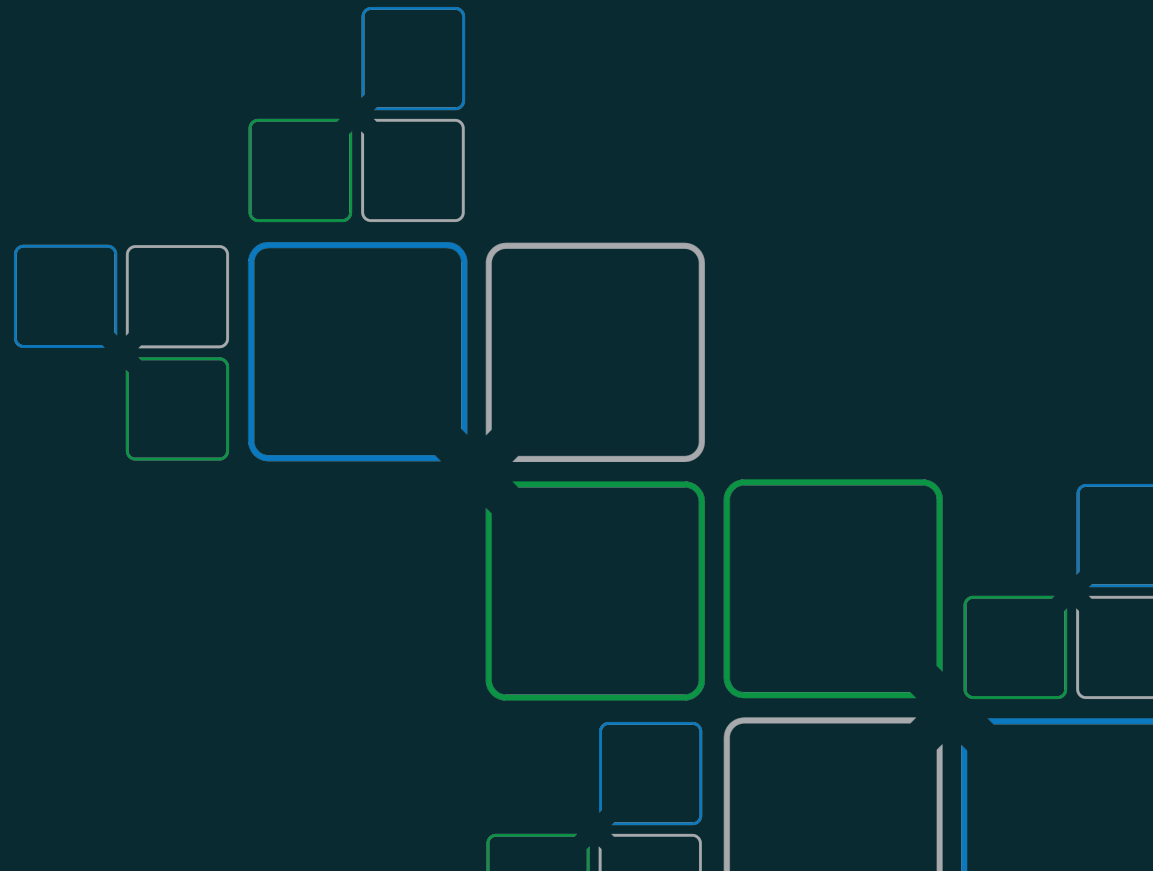


Anthem Innovation Studio

An overview of our innovation approach, team and process

April 26, 2017

David Crean



What does innovation mean at Anthem?



**Rethink healthcare through innovative solutions
that challenge the status quo and create value for
Anthem and our customers**

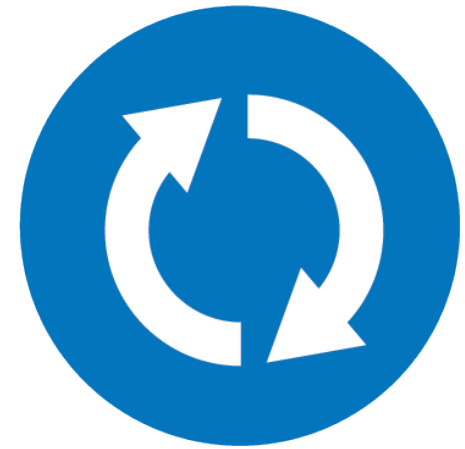
Our innovation function has been established and continues to grow and improve



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Place

Collaborative facility
with ready-to-use
technology

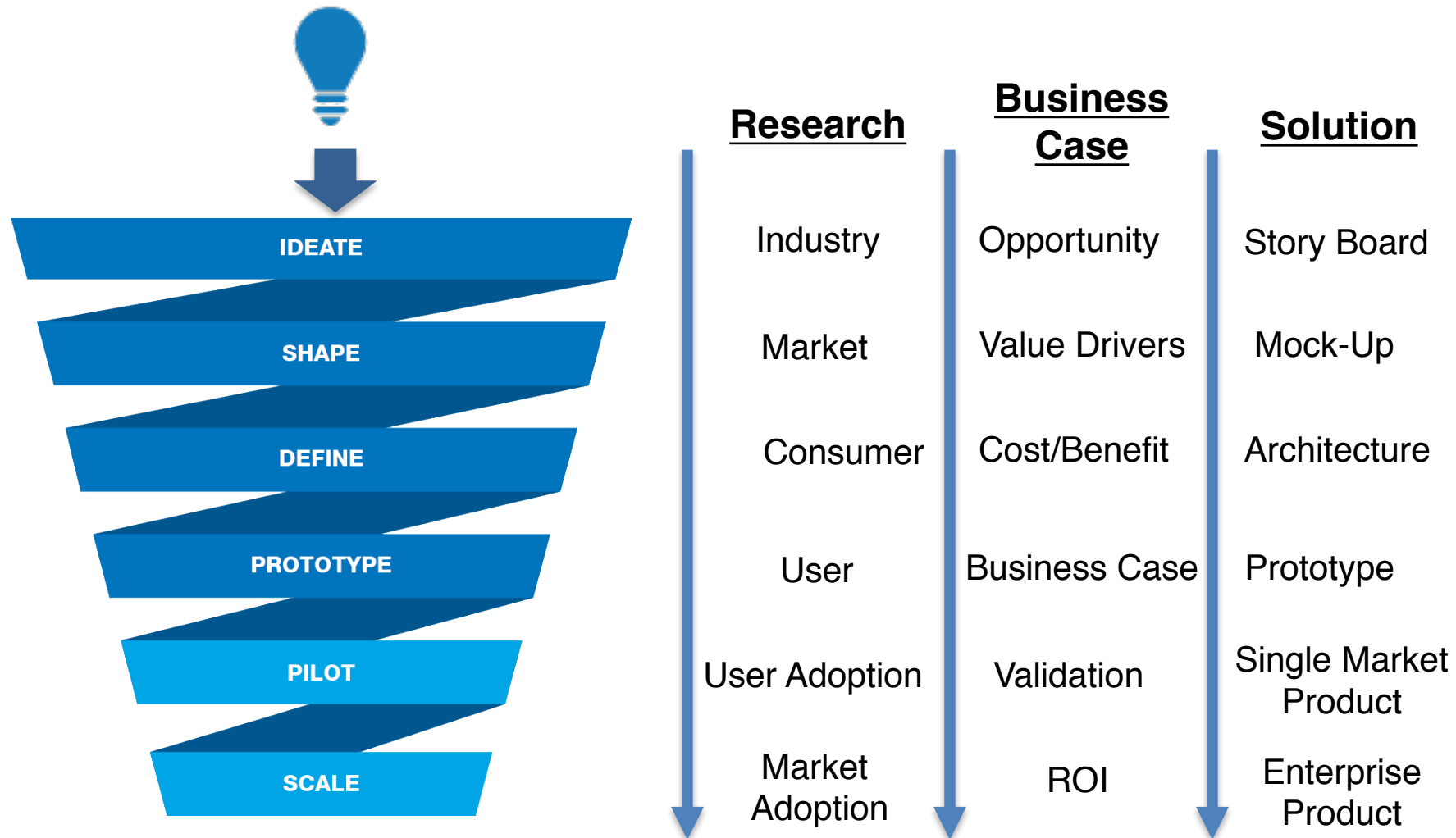
People

Multi-disciplinary
team of innovation
experts

Process

Agile process with
defined funding pool
and governance
model

PROCESS - Our agile innovation process allows us to rapidly and progressively deliver solutions



We gather innovative ideas from Anthem associates and leaders, key customers, partners, and from the broader market

Anthem



Partners



Customers



Market



We use multiple criteria to prioritize and select the most promising ideas

It is worth considering if...



**It Aligns with our
Strategy**

It is worth doing it if...



**It will Deliver
Quantifiable Value**

It can go through the
Innovation Studio if...



It is Innovative

There are many flavors of Innovation with varying levels of risk, transformation, and investment levels



There are many flavors of Innovation with varying levels of risk, transformation, and investment levels

