

PRESS RELEASE



Anthem Blue Cross and Blue Shield in Colorado Announces Release of State Health Index

*Colorado Ranks 9th Nationwide in Health Status;
Anthem Funds Innovative Program to Track and Improve the Health of Coloradans*

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November 14, 2007 – Denver, Colorado - Anthem Blue Cross and Blue Shield today launched its new State Health Index, a program that incorporates public health data to identify and help address major health issues in the state. Anthem has assembled a dedicated team to collaborate with local and state officials, as well as community organizations, to research the reasons behind the prevalent health deficiencies and to design policy solutions and implement or enhance programs aimed at improving overall health in the state.

“The guiding measures we have selected for the State Health Index provide a broad snapshot of Colorado’s overall health,” said Dr. Art Jones, Medical Director and Colorado SHI Lead, who leads Anthem’s State Health Index efforts. “The State Health Index will serve as a tangible scorecard of the most pressing health issues, which will enable us to work with local and state officials and health care providers to design programs that will improve health across our state.”

Developed from data collected by the Centers for Disease Control and Prevention (CDC), the State Health Index ranks Colorado 9th in the nation based on a comprehensive assessment of 23 measures of health status. Anthem has selected the following measures of improvement for its focus during the first several years of the SHI program as they have the most potential to be positively influenced by the actions of the company:

Prenatal Care in First Trimester
Low Birthweight Infant Rate
Adult Influenza Immunization Rate
Adult Pneumococcal Immunization Rate

Physical Activity Levels
Cigarette Smoking Rate
Diabetes in Adult Population
Heart Disease Death Rate

“As the largest health insurer in the state, we have a unique responsibility to understand and improve not only the health of our members, but also the overall health of the communities in which they live,” said Colorado Plan President, John Martie. “The State Health Index will provide Anthem and our public and private partners with information and funding that can help us improve the overall health of our state.”

The State Health Index team found that while Colorado is overall a healthy state, particularly when assessed against national trends, improvements are needed in many areas, including

low birth weight babies and the number of mothers not receiving prenatal care in the first-trimester of their pregnancy. While Colorado has the lowest rate of obesity in the nation, there is also an alarming upward trend. Additionally, 20% of adult Coloradans smoke, either every day or some days.

As a result, this year, the Anthem Blue Cross and Blue Shield Foundation has directed \$350,000 in funding to the Fit4Colorado public education campaign. In partnership with CBS4 and America on the Move, a national non-profit organization whose mission is to improve health and quality of life by promoting healthful eating and active living, Fit4Colorado is working to educate and inform the public about the benefits of increased activity and healthier eating, providing tips on how to maintain a healthy weight and be more active, and offering resources and easy-to-use tracking mechanisms to log activity and help participants reach their goals.

“I am thrilled to be a part of the unique partnership between America On the Move, CBS4, and Anthem Blue Cross and Blue Shield in presenting Fit 4 Colorado,” said Jim Hill, PhD, Director of the Center for Human Nutrition at the University of Colorado at Denver and Health Sciences Center for Human Nutrition, and co-founder of America On the Move. “Together we can make Colorado the healthiest state in the nation.”

The foundation also has provided \$150,000 over two years to the Parent Partnership program to provide prenatal health care to at-risk pregnant teens. Additionally, Anthem is the presenting sponsor of the annual American Lung Association’s “Run the Register,” an event that raises money to support Lung Association programs including smoking cessation.

The State Health Index is a companion program to Anthem’s Member Health Index, an initiative announced earlier this year, through which Anthem uses the data it collects on its own members to track its progress in helping to improve the quality of health care they receive as well as health outcomes.

“Together, these innovative programs clearly demonstrate Anthem’s commitment to measurably improving the lives of its members and the health of its communities,” said Angela F. Braly, president and CEO of WellPoint, Inc., Anthem’s parent company. “Our company has made an unprecedented commitment to improving health on both the member and state levels, and we have set goals that are both ambitious and transparent. We look forward to using initiatives such as the Member and State Health Indices to drive innovation in the industry and help improve health care across the United States.”

About Anthem Blue Cross and Blue Shield in Colorado

Anthem Blue Cross and Blue Shield in Colorado is a subsidiary of WellPoint, Inc. (NYSE: WLP). WellPoint’s mission is to improve the lives of the people it serves and the health of its communities. WellPoint, Inc. is the largest health benefits company in terms of commercial membership in the United States. Through its nationwide networks, the company delivers a number of leading health benefit solutions through a broad portfolio of integrated health care plans and related services, along with a wide range of specialty products such as life and disability insurance benefits, pharmacy benefit management, dental, vision, behavioral health benefit services, as well as long term care insurance and flexible spending accounts. Headquartered in Indianapolis, Indiana, WellPoint is an independent licensee of the Blue Cross and Blue Shield Association and serves its members as the Blue Cross licensee for California; the Blue Cross and Blue Shield licensee for Colorado, Connecticut, Georgia, Indiana, Kentucky, Maine, Missouri (excluding 30 counties in the Kansas City area), Nevada, New Hampshire, New York (as Empire Blue Cross Blue Shield in 10 New York City metropolitan and surrounding counties and as Empire Blue Cross or Empire Blue Cross Blue Shield in selected upstate counties only), Ohio, Virginia (excluding the Northern Virginia suburbs of Washington, D.C.), Wisconsin; and through UniCare. Additional information about WellPoint is available at www.wellpoint.com.