



## **Anthem Announces Subsidiary Brands Under Elevance Health**

*Changes reflect the company's continued evolution to support whole health*

INDIANAPOLIS – June 15, 2022 – As Anthem, Inc. (ANTM) moves closer to rebranding to [Elevance Health, Inc.](#) later this month, the company today announced the launch of healthcare services brand Carelon and health plan brand Wellpoint to join the company's family of brands that includes Anthem Blue Cross and Blue Shield. The move will optimize and streamline the company's brand portfolio, reduce complexities, and further underscore its evolution to deliver solutions beyond traditional health insurance, simplify the healthcare experience, and advance health beyond healthcare.

"An important part of being a lifetime, trusted health partner is grounded in our ability to ensure consumers have access to services that will meet their whole health needs across their entire healthcare journey," said Gail K. Boudreaux, President and CEO Anthem, Inc. "The addition of our new brands to our family of companies will bring together services and products within their respective brands that further integrate our business and health expertise across the industry to solve complex challenges and improve consumers lives."

### **Blending a powerful suite of solutions to solve complex healthcare challenges**

Bringing together decades of experience, the company introduces its new healthcare services brand [Carelon](#) to consolidate the company's existing broad portfolio of capabilities and services businesses under one brand to address the most complex healthcare challenges and support clients and consumers across the entire healthcare continuum. Derived from the word 'care' and suffix 'lon' meaning full and complete, the name Carelon stands for the importance of providing full and complete care. Carelon will serve one in three people in the U.S.

With services ranging from research to integrated whole person care delivery, pharmacy, behavioral health to digital platform and technology services, Carelon will build better care for people and enhance efficiencies systemwide. Through partnerships across healthcare, Carelon will improve outcomes and reduce total cost of care through digitally enabled solutions to improve whole person health.

The company expects to fully transition its capabilities and services under the Carelon brand over the next two years. This change further helps to streamline the end-to-end experiences for providers, clients and consumers.

"Carelon makes connected care possible for everyone by putting people at the center of what we do and delivering the right balance of care, technology, data-driven insights and expertise to solve complex challenges and help consumers lead healthier lives," said Pete Haytaian, Executive Vice President of Anthem, and President of Carelon. "Bringing together these solutions will help deliver our strategy, drive growth, and exceed expectations for care providers, consumers, and our other partners."

## **Launching a brand focused on improving the health of individuals and communities at all stages of life.**

The company will also launch the [Wellpoint](#) brand to unify its Medicare, Medicaid, and commercial health plans in select markets, simplifying interactions that consumers have with these health plans. Wellpoint's suite of products and services are designed for consumers at any stage of life seeking to make the right care decisions and will offer access to simple, supportive health solutions that will help foster independence, confidence, and whole person health for consumers.

The company plans to make this transition over the next few years. This change will not impact the company's affiliated Anthem Blue Cross and Blue Shield and Anthem Blue Cross health plans.

"Unifying many of our non-Blue Medicare, Medicaid, and commercial health plans under one brand helps consumers, care providers, and the healthcare industry better understand how our organization works together to deliver our distinct set of products and services that address the health and wellbeing of those we serve," added Boudreaux. "Our Wellpoint health plans will continue to address consumer needs at a personal level, removing barriers and creating more meaningful connections across a lifetime of milestones and experiences."

This step in the company's rebranding is a continuation of its bold and ambitious purpose to improve the health of humanity by serving people across their entire health journey; connecting them to care, support and resources; and simplifying every step of the healthcare journey to make health more equitable and accessible.

On June 28, Anthem will become [Elevance Health](#) and will commemorate its official rebranding by ringing the opening bell at the New York Stock Exchange (NYSE). Shares of the company's common stock will begin trading under the new ticker symbol ELV as of that morning.

### **About Anthem, Inc.**

Anthem, which will become Elevance Health on June 28, 2022, is a leading health company dedicated to improving lives and communities, and making healthcare simpler. Through its affiliated companies, Anthem serves approximately 118 million people, including nearly 47 million within its family of health plans. Delivering health beyond healthcare, Anthem is expanding from being a partner in health benefits to a lifetime, trusted health partner. For more information, please visit [www.antheminc.com](http://www.antheminc.com) or follow [@AnthemInc](#) on Twitter.

### **Media Contact:**

Leslie Porras

[Leslie.Porras@anthem.com](mailto:Leslie.Porras@anthem.com)

### **Investor Relations:**

Stephen Tanal

[Stephen.Tanal@anthem.com](mailto:Stephen.Tanal@anthem.com)