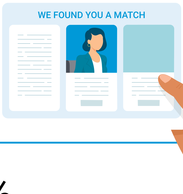
PREMERA

UNWRAPPED

2025

291
lists were made for members using **Matchmaker™ for Behavioral Health**



63%
of members using **Matchmaker for Behavioral Health** scheduled an appointment with a provider

6-second
reduction in average **premera.com** load time

10%
decrease in **customer service calls**

16%
of prior auth requests **automatically APPROVED with AI**

0%
denied. We **do not** use AI for denials

100+
wellness discounts made available to members **through Blue 365**

31
mobile mammography screening events were made available to members

66,100
colorectal cancer screening home test kits were made available to members with need

400,000
members received **personalized communications** about clinical quality-related topics

26%
increase in **digital outreach** for clinical quality communications

Participated in
12 panels
focused on improving healthcare

5
non-profit partners promoted on our new **Healthy Communities resource page**

97%
of eligible members **transitioned from Humira to a biosimilar**

10
new **Preferred Choice** plan options

40,859
members had their **preventive wellness visit**

We helped
2,507
members manage their prediabetes, diabetes, and hypertension.

PREMERA | BLUE CROSS BLUE SHIELD OF ALASKA
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Sources: Internal reporting

0MARD (12-01-2025)