



Anthem, Inc.

Special Investigations Unit

Consumer Education Website
fightthehealthcarefraud.com

NHCAA's Excellence in Public Awareness Award recognizes some of the most meaningful and effective efforts to broadly promote understanding and insight about health care fraud. Past winners have included individuals as well as organizations—each of them acknowledged for their work in bringing attention to the problem of health care fraud. These winners have included reporters and media outlets; researchers and think tanks; civil servants and government agencies.

This year, we are pleased to honor an NHCAA member organization. NHCAA is proud to name health insurer **Anthem, Inc.** as this year's recipient of the **Excellence in Public Awareness Award** for developing, launching and hosting its Consumer Education Website, fightthehealthcarefraud.com.

The Anthem Special Investigations Unit worked in collaboration with Anthem's marketing and digital teams to conceive a website to serve as a tool for the public. With accessible, easy-to-understand content, the site explains how health care fraud can undermine consumer safety. It also sheds light on the significant financial burden that fraud causes individuals as well as companies.

The site helps consumers learn how to identify possible fraud, waste and abuse. It includes a video that guides Anthem-affiliated health plan members on how to examine their explanation of benefits statements for accuracy and directs them on how to report suspected fraud, waste or abuse. Site visitors are informed about Anthem's fraud hotline and online direct referral form, both of which are monitored by the Special Investigations Unit so that allegations of fraud, waste and abuse can be immediately addressed.

NHCAA commends Anthem for prioritizing this important project that serves the public interest.

CONGRATULATIONS TO

JOHN S. HOUSTON, CPC

Director East

Special Investigations Unit

CAROLE REBBEL

Business Change Manager

Special Investigations Unit

CARL REINHARDT, AHFI, CPC

Director West

Special Investigations Unit

BRIAN A. ROHRER, JD, CPC

Director National

Special Investigations Unit