



FAMILY OF BRANDS



Innovating Employer Solutions: The Cobalt–Pelago Partnership

Agenda

- ✚ Cobalt Benefits Group and JoinHealth
- ✚ Introductions
- ✚ Client Benefits with Pelago
- ✚ Pelago
 - ▣ Outcomes and Savings
 - ▣ Member journey
 - ▣ Cobalt – Pelago Partnership
 - ▣ Implementation Expectations





Three Brands. One Mission.



Blue Benefit Administrators of Massachusetts (BBA) is a TPA for self-funded health plans and wholly owned subsidiary of Blue Cross Blue Shield of Massachusetts.



Comprehensive Benefits Administrators (CBA Blue) is a TPA for self-funded health plans and wholly owned subsidiary of Blue Cross Blue Shield of Vermont.



Employee Benefit Plan Administration (EBPA) offers self-funded health plans, dental plans, and ancillary solutions.



OUR VISION

To be the foremost **advocate** for clients, brokers, and employees – setting the **standard for value** within the third-party administrator market.



OUR MISSION

Optimize member health and experience by delivering **cost-effective**, **tailor-made** benefit programs through a **data-driven** and **service-oriented** approach.

Introductions

Innovating Employer Solutions: The Cobalt–
Pelago Partnership



Sydnie Goltz
Product Manager
*Cobalt Benefits
Group*



Jorie Stavropoulos
**Strategic Account
Manager**
Pelago





Better Care, Smarter Spend

Unlock how **high-quality** care, smart **cost-containment**, and meaningful engagement strategies come together **to elevate the member experience**—and strengthen your bottom line.

Value of our partnerships



Simplified Integration



Secure Data-Sharing



Easy Contracting and
Claims Billing



Marketing and
Engagement

Pelago

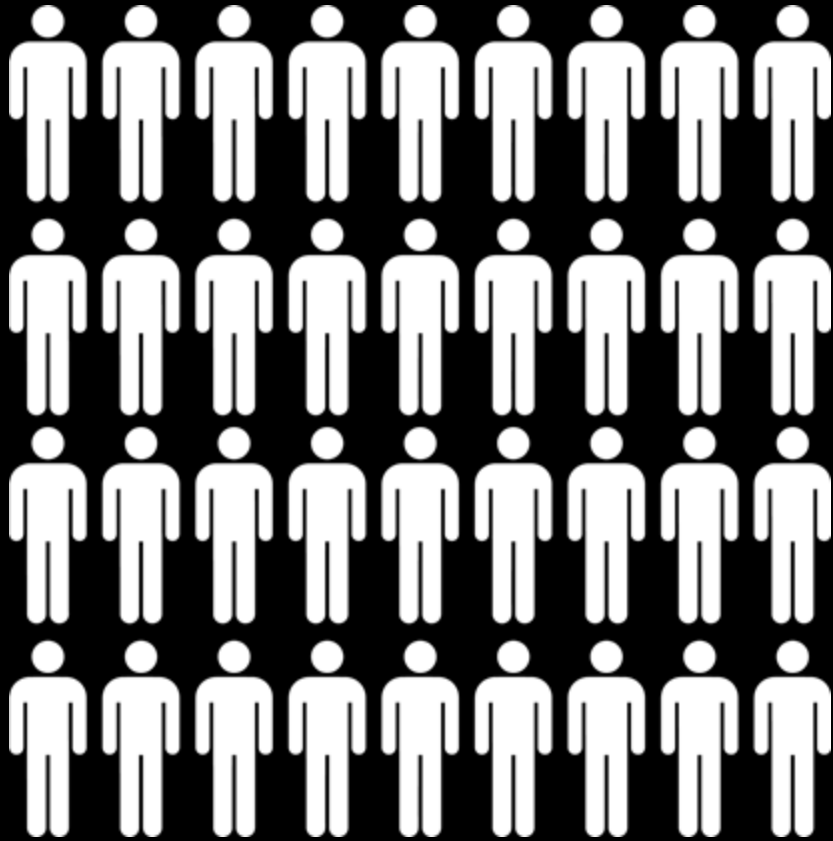
Transform costs into care

Driving predictable savings with best-in-class substance use care

Pelago



The hidden crisis in the workplace



48M

Americans are living with a clinical
Substance Use Disorder

2 in 10

Employees need SUD care

Fewer than 10%

Receive treatment

Substance use is a chronic disease and the biggest unaddressed driver of high-cost claims



On average, a person with SUD has **2+ other chronic conditions**, which are often unmanaged

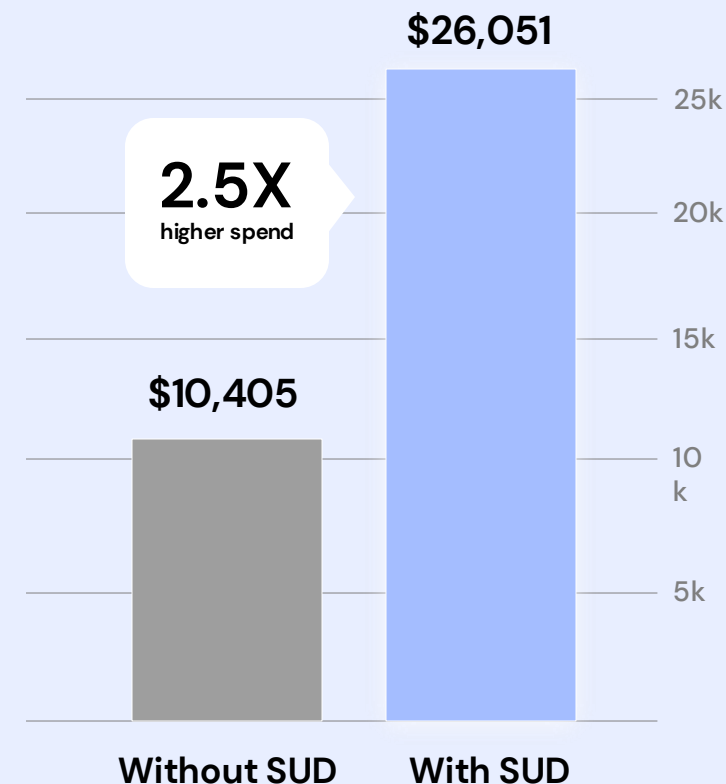


SUD is a **cost multiplier** for top drivers of employer health spend, including **diabetes, heart disease, and cancer** (tobacco and alcohol are the #1 and #3 causes of cancer²⁻⁴)



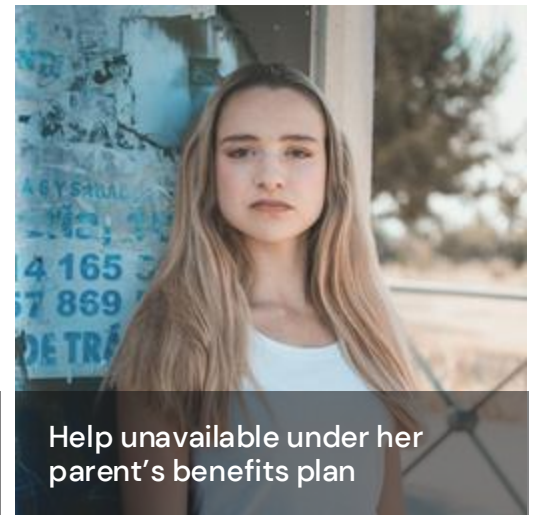
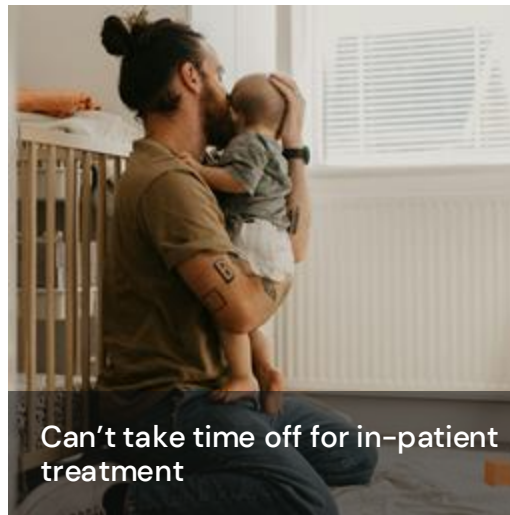
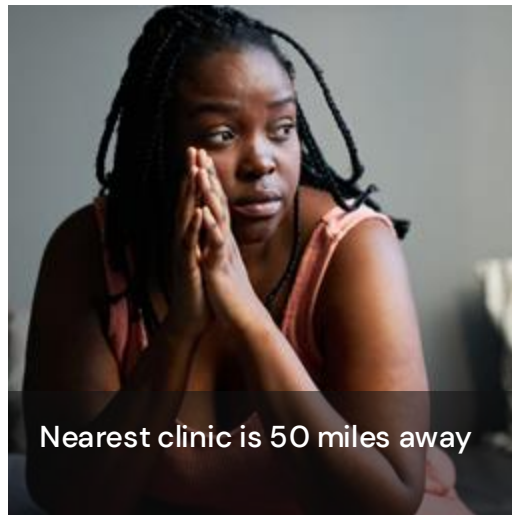
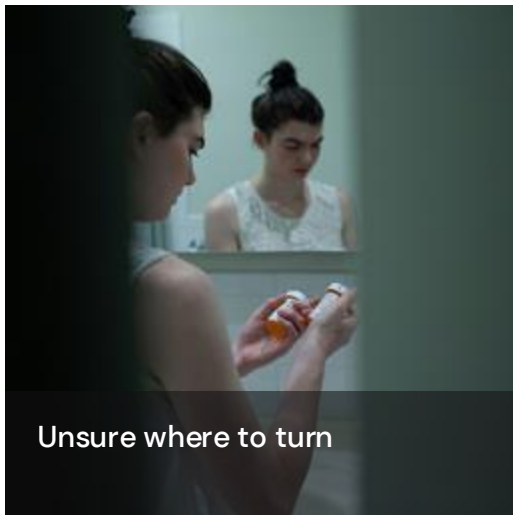
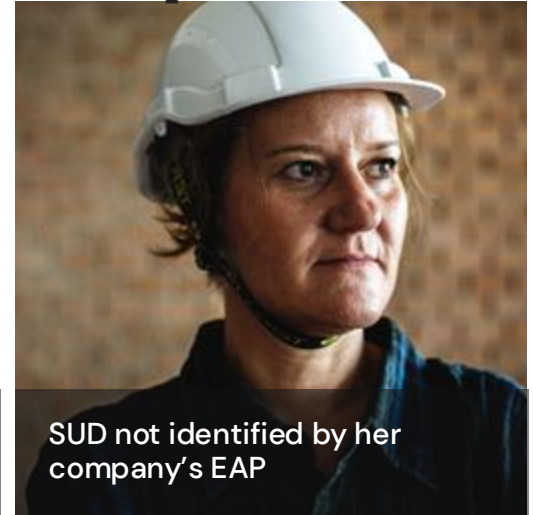
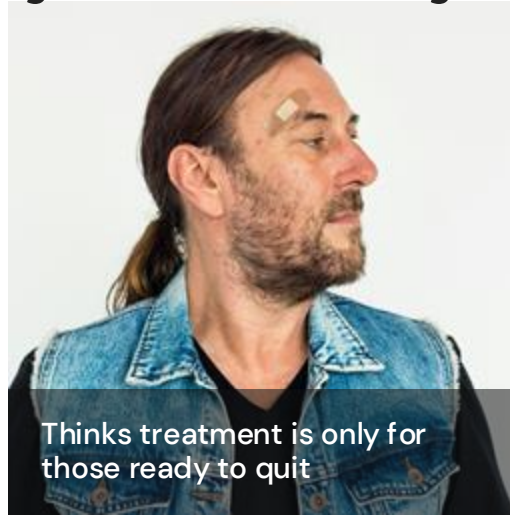
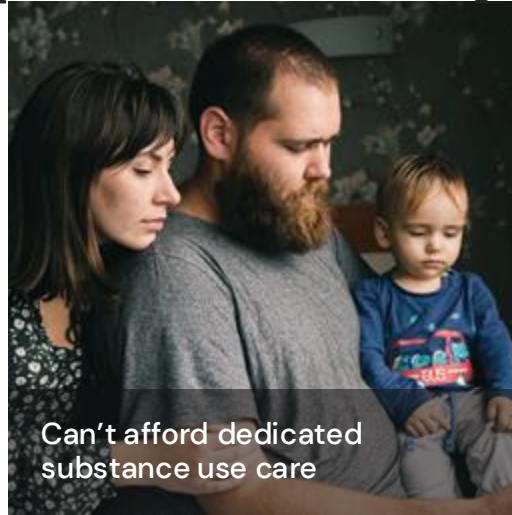
Employees with SUD incur **\$15.6K more** in annual medical spend than those without SUD, driven largely by chronic conditions, emergency care, hospitalizations, and behavioral health

Average annual medical spend for employees with SUD vs without¹



Why up to 90%+ struggle in silence

The few who do seek help are often routed to programs never designed to help them

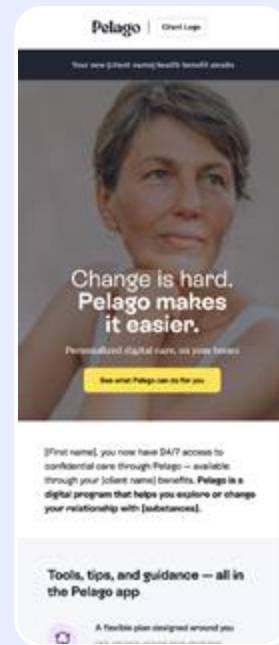


Building awareness and engagement through stigma-free communications

Judgment-free, ongoing outreach to members in their moment of need, using Pelago's best-in-class engagement strategy.

SAMPLE CHANNELS

- Pelago channels: Mailers, emails, landing pages, webinars
- Client channels: In-office displays, newsletters, ERGs
- Partner referrals



- Precision marketing to identify risk segments
- Low stakes, destigmatizing messaging to engage curiosity
- Omni-channel approach aligned with stages of behavioral change

Implementation Timeline

60-90 Day Timeline



Contracting

- Implementation overview meeting
- Communications discovery
- Eligible lives state breakout
- Medical + Rx data requirements
- Claims billing requirements



Implementation

Communications Plan

2026 communications campaign
Complete whitelisting with IT
Pelago asset toolkit

Technical Setup

Testing and setup for data feeds
Complete billing setup
Pelago registration page setup

Partner Training & Referrals

Contacts for referrals
Medication fulfillment details
Pelago program training for partners



Go-Live

- Registration page live
- Launch announcement
- Pelago marketing launch
- Transition to Client Success Manager



Built on real-world insights and independently validated results

Shaped by **academic and clinical expertise**, with outcomes backed by **15 peer-reviewed publications**

Pelago was created to close gaps in traditional approaches to SUD treatment:

- Continuous, flexible access rather than infrequent visits
- A virtual model designed for privacy, accessibility, and adherence
- Evidence-based protocols that adapt to a range of member goals
- Integrated clinical + behavioral + coaching support

Led by 40+ years of combined experience



Dr. Suzette Glasner
Chief Scientific Officer



Dr. Justin Yang
Medical Director

Recognized and accredited by



Aon Cost Effectiveness Measurement

Independent actuarial analysis validating Pelago's medical cost impact

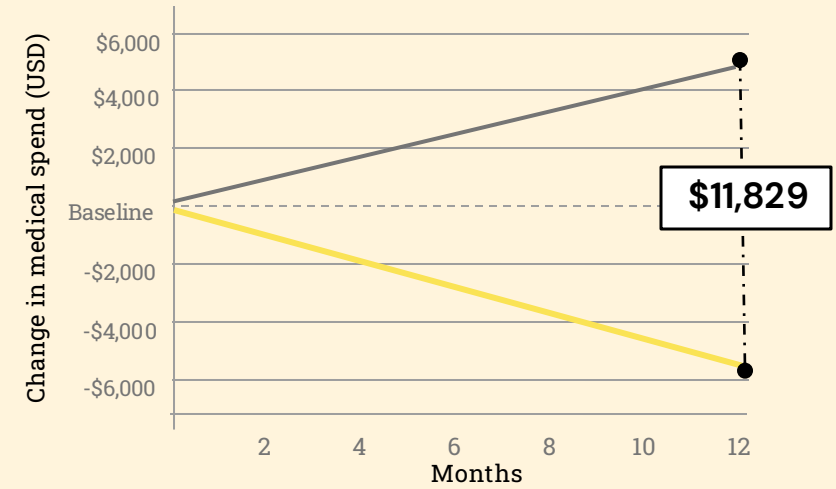
- **1,132 Pelago participants** with continuous eligibility between 2021–2024
- **3,396 matched controls** from our multi-employer benchmark population
- **Data source:** employer-sponsored health plan medical claims (pre/post, matched controls)

\$11,829

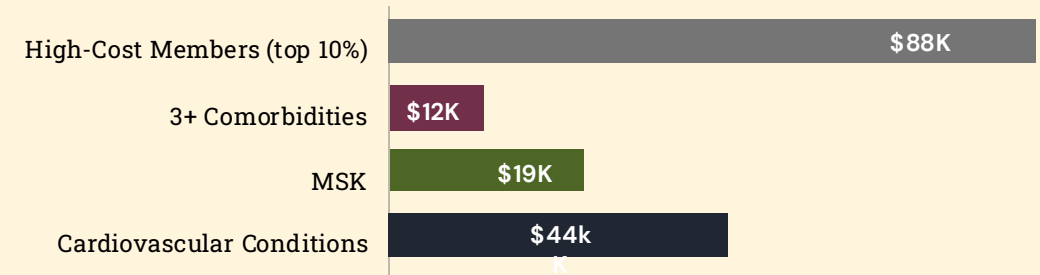
Medical cost reduction per participant

AON

Difference-in-differences analysis:
Pelago vs matched controls



Where Savings Occur (PMPY)



Pelago makes it easy!



Bill through claims



Quick 8-12 week implementation



Purchase through Cobalt relationship



Budget within medical or RX



Launch anytime of the year



Appendix

Pelago Testimonial – Southern Company



Q&A

To get started, contact your Cobalt Benefits Group Account Executive today!

Scan the QR code for more details or [click here](#) to download the resource.

