



QUICK POINTS

Blue Cross and Blue Shield of Minnesota
and Blue Plus

December 19, 2008

Blue Cross Whole Person Health SupportSM replaces traditional disease-focused model

Blue Cross has enhanced and expanded its current disease and case management capabilities to provide more comprehensive support to members with ongoing conditions as well as to their physicians. Starting January 5, 2009, Blue Cross is moving away from the disease-focused model provided by Healthways to one developed, serviced and managed by Blue Cross.

Called Whole Person Health Support, the Blue Cross model engages the whole person based not on a member's condition, but on the opportunity to impact future costs and improve health status based on known gaps in care, ability of the member to work more closely with his or her providers and likelihood of the member to engage in interventions.

The Whole Person approach stems from Blue Cross' commitment to its customers to help them manage their health plan costs by connecting their employees to the tools, information and resources they need, regardless of their health status. By offering a program that extends beyond the boundaries of traditional disease and case management programs, Blue Cross can support members with all of the tools and resources at its disposal.

Opportunity focus maximizes health management resources

Blue Cross recognizes that in the delivery of care and overall member support there is a role for the provider and a role for the health plan. Blue Cross sees its role as helping members understand their health benefits, providing them with information about services offered through Blue Cross, giving them tools and resources to help them become more informed and supporting good provider and patient relationships.

Based on a readiness-to-change model, Whole Person Health Support combines identification and stratification with outreach and engagement strategies to support each individual member at any point on the health care continuum. To determine which members are most in need of, and ready for, support, Blue Cross integrates data from many sources, including medical claims, pharmacy claims, and self-reported data.

The data gathered by Blue Cross is analyzed with a predictive modeling scoring system. The result is a uniquely tailored opportunity score for each Blue Cross member. The opportunity score provides a snapshot of each member's health status and indicates where there are opportunities to improve health based on level of severity. Dedicated Nurse support is available for those that meet the severity and eligibility criteria.

Please route this information to other interested staff.

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Working with Whole Person Health Support

If a member's opportunity score indicates significant gaps in care, Blue Cross will reach out to the member with an invitation to work with a Blue Cross Dedicated Nurse who will be the member's single point of contact for support and a point of contact for their providers. Blue Cross nurses are trained in disease, case and utilization management.

Here's a brief description of what providers can expect from the Whole Person model:

- The nurse will call the member to conduct assessments, including a depression screening, create a plan of care and schedule the time and frequency of calls to the member. The frequency of calls will depend on severity and member preferences. Members may call their Dedicated Nurses any time they have questions or need information. Hours of operation are 8 a.m. to 8 p.m. Monday through Friday and 9 a.m. to 1 p.m. Central Time on Saturday.
- Ongoing discussions will include education on medication adherence, reinforcement for following the member's treatment plan and the importance of following up with the provider.
- The member and nurse will work together to support member efforts to change behavior or improve treatment outcomes.
- With the member's permission, the Dedicated Nurse will, when appropriate, contact providers with clinical information, issues or concerns. The provider or clinic can expect to receive a copy of the plan of care, provider notification of issues should issues arise and other communications from the Dedicated Nurse regarding the member.
- Providers can refer their Blue Cross patients to a Dedicated Nurse by calling the number on the back of the member's ID card. The Dedicated Nurse will review the request to determine severity and the member's eligibility for participation.

What this means for you

The intent of Whole Person Health Support is to encourage members to work closely with their personal care providers and comply with any treatment or drug regimens already in place. Blue Cross nurses will, for example, answer member questions or provide support between visits.

Blue Cross views its support model as a complement to existing clinic programs and treatment plan. Blue Cross Dedicated Nurses coordinate communication with providers and their patients to achieve desired outcomes.

If you have questions about the Dedicated Nurse model, call provider service at **(651) 662-5200** or toll free at **1-800-262-0820**. For clinical questions, you can send an e-mail to **networks@bluecrossmn.com**.

Additional information about practitioner rights and provider processes can be found on our website at **bluecrossmn.com**.

Plan on receiving more information in the coming weeks. If you have questions or would like to learn more about Whole Person Health Support, please plan to attend a webinar scheduled for January 28, 2009. You can register online by entering or pasting the URL below into your browser address window.

<https://www.livemeeting.com/lrs/1100005683/Registration.aspx?PageName=1853c849xsfb1122>