

BLUE CARE ADVISORSM ESSENTIAL

Enhance employees' health and wellbeing with a personalized experience

Blue Care Advisor brings together health, wellbeing and navigation into one easy-to-use digital resource. Employees can easily navigate total benefits and get expert guidance to help them get the care they need to achieve better overall health.



FOR MEMBERS

A digital front door for health helps employees understand and use their plan, get the care they need, when they need it, and stay on track with health goals. One location for benefits, programs and care navigation provides a simple, convenient experience.



FOR EMPLOYERS

A redesigned navigation and advocacy solution provides a personalized digital and high-touch experience that increases engagement, outcomes, savings and employee satisfaction.

CONNECT EVERYTHING EMPLOYEES NEED TO MANAGE HEALTHCARE



Data-driven

Predictive analytics, machine learning / artificial intelligence models and real-time recommendations



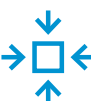
Transparent

Medical, pharmacy, dental comparison, spend management, provider quality ratings and plan design



Engaging

Fun, interactive challenges, personalized content, health assessment and incentives



Connected

Seamless connections to Blue Cross and Blue Shield of Minnesota benefits and programs



ESSENTIAL CAPABILITIES

Find a Doctor

Online tool helps members find in-network doctors, facilities, conditions, procedures and drugs, and to compare costs for different services and procedures.

Cost transparency

Precise data drives high-value care recommendations for medical, prescription, dental and behavioral health.

Health Assessment

NCQA certified health assessment powers a personalized experience that drives employees to act on their goals.

Activity incentive program

Rewards for meeting incremental step and step-equivalent tracking encourages regular physical activity.

Digital Front Door

Self-service digital tools connect employees to plan benefits and programs creating a clear path to using their healthcare.

Personalization

Robust data and analytics serves tailored recommendations across channels to deliver a hyper-personalized member experience.

Next Best Action

Powerful technology synthesizes data from historical claims, health risk assessment responses, health goals and digital engagement to deliver personalized opportunities to engage with health benefits.



QUESTIONS?

Contact your Blue Cross and Blue Shield of Minnesota account representative.