

PROVIDER QUICK POINTS

PROVIDER INFORMATION



January 10, 2024

UzObi Partnership to Offer Medical BLUEPRINT™

Blue Cross and Blue Shield of Minnesota (Blue Cross) has partnered with UzObi Inc. to offer Medical BLUEPRINT™, a program which enables members to document and share what they value most, including their most closely held values, cultural beliefs, and unique story with their medical provider. This information will be made available to their clinicians so the member and medical provider can work together to make informed medical decisions.

This pilot program will begin January 10, 2024, and will include Medicare Advantage members with a diagnosis of chronic obstructive pulmonary disease (COPD), congestive heart failure (CHF) or chronic kidney disease (CKD). Providers will receive information from UzObi Inc. if a member they are treating is eligible to enroll in the Medical BLUEPRINT™ program.

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