



multicultural
SOLUTIONS

Meeting the needs of your business



MASSACHUSETTS

Blue Cross Blue Shield of Massachusetts is an Independent Licensee of the Blue Cross and Blue Shield Association

Supporting Diverse Members' Needs

With over three million members, Blue Cross Blue Shield of Massachusetts is the largest provider of health insurance in the Commonwealth.

The population of Massachusetts is undergoing profound change—and this is reflected in our members. According to the U.S. Census Bureau, almost 20 percent of Massachusetts residents spoke a language other than English in their home.*

These languages ranged from Spanish and Chinese to Navajo and Tagalog—and many of the residents turn to Blue Cross Blue Shield of Massachusetts for assistance and advice.

* In year 2000, the last year for which information is available.



We take seriously our obligation to serve all of our members in a manner that addresses their unique needs. To that end, Blue Cross Blue Shield of Massachusetts has a dedicated team of leaders and member service representatives focused on developing new capabilities to improve the care and lives of our members.

Online, on the telephone, and through printed materials, Blue Cross Blue Shield of Massachusetts provides all of our members the information they need to live healthier lives.

Albanian Bosnian
Cantonese French
Haitian Creole
Hmong Khmer
Laotian Mandarin
Polish Portuguese
Russian Spanish
Vietnamese English

Service



Members call Blue Cross Blue Shield of Massachusetts because they need help or information.

Member Service representatives and associates receive continuous training to assure they understand cultural and ethnic differences in addressing health care concerns and potential disparities.

150

We are committed to providing all of our members with the assistance and advice they deserve.

Our services include:

- **Spanish-speaking** Member Service Representatives for member questions
- **Over 150 languages** available for telephone interpretation (approximately 49 are utilized by members regularly)
- **Blue Care[®] Line** available anytime for members to speak to a registered nurse* in English or Spanish
- For members who are hearing-impaired or need to use assistive technology for any other reason, we offer dedicated **TTY/TRS** accessibility

languages



Member Communications

In addition to the telephone, Blue Cross Blue Shield of Massachusetts communicates with members through print and online media. In these points of contact with our members, we strive to overcome barriers that may be presented by language.



online



Recognition of the diversity of our members includes:

- **Find a Doctor** link at www.bluecrossma.com **available in Spanish** (Buscar un médico)
- **A Healthy Me!**,[®] our health and wellness website, **available in English and Spanish** (Para Mi Salud[®])
- Provider directories available **online and in print** in Spanish
- Online search of providers **by spoken language**
- Benefit summaries available in: Albanian, Bosnian, Cantonese, French, Haitian Creole, Hmong, Khmer, Laotian, Mandarin, Polish, Portuguese, Russian, Spanish, and Vietnamese. Additional **languages are available** upon request

**Spanish-speaking representatives
regularly attend health fairs.**

and print

Programs and Publications

Blue Cross Blue Shield of Massachusetts members want to be informed health care consumers. An important part of our mission is to help them be as healthy as they can be.





Tools to help our diverse membership maintain good health include:

- **Living Healthy Babies[®]**, available in English and Spanish, gives our members the resources they need to keep them and their babies healthy
- **DecisionCare[™] Guide**, available in English and Spanish (**GUIA DecisionCare[™]**), helps members find answers to common health questions
- **Jump Up & Go[®]** materials to help kids get healthy and grow strong, available in English, Haitian Creole, Portuguese, and Spanish
- **Key disease management program** support for members living with chronic conditions is available in Spanish, both in print and on the phone
- **Parent Resource Network Line** materials for child mental health, available in Spanish (El Folleto de La Linea Recursos Para Padres)



Providers

We have over 18,000 providers caring for Blue Cross Blue Shield of Massachusetts members in 78 hospitals across the Commonwealth.

It is important to us that providers share the same sensitivity for our members' diverse needs as we do; and we back up that commitment to member service by offering them:

- Cultural competency [online training](#)
- [Collaboration](#) with leading multicultural provider organizations
- Cultural competency resources and information on [health disparity](#) are available on **BlueLinksSM for Providers**



Community Events

Blue Cross Blue Shield of Massachusetts is much more than telephone, print, and Internet communications with our members.

We are a physical presence in our communities, participating in more than 70 multicultural events and sponsoring or supporting walks, runs, and bike rides for causes that affect our members and their loved ones.

We offer seminars and events to reach consumers, from helping seniors understand Medicare to helping parents and teachers keep kids healthy. Spanish-speaking associates attend community events at which their **participation** fosters a greater understanding of the complex issues surrounding health care.

And our commitment doesn't end there. Blue Cross Blue Shield of Massachusetts has embarked on a broad examination of our communities—both those we serve, and those who are underserved or without insurance. As we **identify opportunities** to expand health care coverage, and improve the lives of our members, we will do so in the languages of our members.





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