



MASSACHUSETTS

Working to Improve Quality of Care and Service

At Blue Cross Blue Shield of Massachusetts, we work collaboratively with providers to ensure that you receive the highest quality of health care possible. Our health management and quality programs anticipate your health care needs, give you resources for self-care management, support your relationship with your physicians, and help promote your health care safety.

Physical Health

Blue Care Connection® Programs

Blue Health CoachSM

Medication Compliance

Working over the phone and through the mail, our specially trained Blue Health Coaches educate and support eligible members as they seek to make positive changes to their lifestyle behaviors. Currently, we focus on medication compliance for members with hypertension, hyperlipidemia (high cholesterol), and those trying to manage their weight.

FitBlueSM

FitBlue is a health and wellness program developed to help members with weight loss. Whether they want to lose weight, find an exercise program they can stick to, or prepare healthier meals, FitBlue can help them achieve their goals.

Disease Management

Designed to help members master the day-to-day management of certain chronic conditions, our Disease Management programs are quality-focused, evidence-based, and support more than 360,000 individuals with one or more of 30 conditions, including: heart failure (HF), diabetes, coronary artery disease (CAD), kidney conditions, multiple sclerosis, low back pain, and osteoarthritis. The programs emphasize member education and offer resources and telephonic support that empower self-care and support the physician treatment.

To obtain more information or to self-refer to one of these programs, call our Clinical Coordination Department at **1-800-392-0098**.

Case Management

Led by experienced registered nurses, our Case Management program helps members with complex conditions by coordinating health care services and providing education to promote self-management for their particular condition. The program aims to help members improve their health status and quality of life, and to lower rates of complications and inpatient admissions.

Behavioral Health

Depression Disease Management

Our care managers identify members with major depression and provide outreach designed to facilitate effective treatment to help prevent relapse and recurrence.

Follow-Up after Psychiatric Hospitalization

Our case managers follow up with members within seven days of their discharge from a psychiatric hospitalization to assist members with keeping their outpatient appointments.

Preventive Care

Prevention Screening Reminders

Preventive screenings are one of the most important components of regular preventive care. To help our members stay current with their covered screenings, we provide reminder phone calls for both mammograms and colorectal cancer screenings. (Our complete recommended screening guidelines are available online at www.bluecrossma.com, or can be requested in print via U.S. mail.)

Smoking Cessation

Our Living Healthy[®] Smoke-free program, offered at no additional cost to members, includes multi-session, proactive telephone counseling, self-help information, and follow-up support.

Continuity of Care after Hospitalization

This is a case management outreach program for Commercial and Medicare Advantage HMO and PPO members recently discharged from an inpatient hospitalization to assist them in understanding their discharge plans, provide education regarding their diagnosis, as well as any changes in their medication and/or treatment plans. Members also receive information on community resources, medications, and home safety. Members identified for complex case management or disease management needs may be referred for additional support and education.

Cultural and Linguistic Competence

We aim to support our providers in better serving our members' needs through greater understanding of racial and ethnic health care disparities and how they affect health outcomes.

Hospital Performance Improvement Program

We work with and support hospitals in providing our members with high quality care. We also collaborate with them to identify areas for quality improvement and share best practices.

Medical Group Quality Improvement Collaborative

We work with large medical groups to facilitate and accelerate quality improvement to provide our members with high quality care.

If you would like additional information about our programs, please visit our website, www.bluecrossma.com, and go to the **My Wellbeing** area.

