

2025 Health Management Programs

Available to members of the Blue Cross and Blue Shield Service Benefit Plan

The Blue Cross and Blue Shield Service Benefit Plan offers **health management programs** to eligible members to address their medical and mental health needs. The goal of these programs is:

- Keeping you healthy
- Managing your emerging health risks
- Assisting with your safety and health outcomes
- Managing multiple chronic illnesses

Access or find out more about these **health management programs** by calling the Customer Service number on your member ID card.

Health management programs*	Who should sign up?	How can members access the program?	How does this program work?
Adult immunization reminder	Members 18 years and older	Eligible members may receive education information via mail or email.	These messages explain the importance of getting routine immunizations throughout adulthood. Education includes information about how to get immunizations for no out-of-pocket cost at a Preferred retail pharmacy.
Annual wellness reminder	<ul style="list-style-type: none"> • Men or AMAB 45 and older • Women or AFAB 40 and older 	Eligible members will receive an annual mailer or email.	Wellness reminders are distributed during a member's birthday month. These messages emphasize the importance of age- and gender-appropriate preventive screenings, immunizations and tips for healthy living. This information can be used as a reference for discussion with a health care provider.
Asthma medication compliance	Targeted members with asthma	Newly diagnosed members with an email address on file will receive an educational email.	The asthma medication compliance program provides eligible members with an asthma medication compliance email. Targeted members with asthma are offered additional educational resources, such as expectation management and medical information.
Cervical cancer screening education	Members 21 to 64 years old who are due for their cervical cancer screening	Eligible members may receive education information via mail or email.	The messages explain the importance of cervical cancer screening and encourage members to set up a screening appointment.
Childhood immunizations	Parents of children turning three months old	Parents receive a one-time letter with recommended immunizations.	These mailers provide education about the importance of well-child visits, immunizations and dental care within the first two years of life. Parents can discuss the information in the mailer with their child's health care provider.

* The Blue Cross and Blue Shield Service Benefit Plan contacts eligible members who could benefit from these programs and invites them to participate. Members can opt in or opt out by informing their care manager.



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Colorectal cancer screening education	Members over 45 years of age	Eligible members may receive educational information via mail or email.	Educational information provides members with guidance about how to stay current with colorectal cancer screenings and options.
Complex case management programs	Members with a complex medical condition or newly diagnosed condition	Members receive a call from their assigned case manager and can also call the Customer Service number on their ID card.	Complex case management program case managers educate enrolled members about applicable health conditions and making healthy choices. They also collaborate with members to offer support and resources to navigate the complex health care delivery system.
Controlling blood pressure education	Targeted population of members who have a diagnosis of hypertension	Eligible members may receive educational information via mail or email.	Educational information provides members with guidance about controlling their blood pressure and the importance of frequent blood pressure checks with their providers.
Emergency department utilization	All members on a current contract	“Know Where to Go” information is offered to Service Benefit Plan members via mail or email.	Messaging provides members with information regarding 24/7 Nurse Line, telehealth services and resources to locate urgent care clinics. FEP® clinicians reach out to members by phone and provide members with 24/7 phone access to care team members to support execution of new care plans and answer questions. Members who have been hospitalized may receive outreach from clinicians regarding follow-up post-hospital stay.
Expectation management and medical information (Emmi®)	Members who want additional information regarding their medical condition or planned medical/surgical intervention	Members can request information from their case or disease manager, who will then email the material.	Emmi® online education modules are a part of case management and disease management programs. The goal of Emmi® education is to improve self-management of medical conditions, preventive care and medical/surgical intervention outcomes. We contact members who could benefit from case management or disease management and offer them a chance to participate in the programs.
HbA1c education	Targeted population of members who have Type I or Type II diabetes	Eligible members may receive educational information via mail or email.	Educational information provides members with guidance for how to stay current with diabetes-specific screenings.



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Disease management	<p>Members who have one or more of the following health conditions and/or comorbidities:</p> <ul style="list-style-type: none">• ALS (Amyotrophic Lateral Sclerosis)• Asthma• Bleeding disorders• Bronchiectasis• Chronic kidney disease• COPD (Chronic obstructive pulmonary disease)• Congestive heart failure• Connective tissue disorders• Coronary artery disease• Crohn's• Cystic Fibrosis• Demyelinating diseases• Diabetes• Epilepsy• Hemophilia• Human Immunodeficiency Virus• Hypertension• Inflammatory bowel disease• Lipoprotein metabolism• Liver disease• Low back pain• Lupus• Metabolic diseases• Movement disorders• Multiple Sclerosis• Myasthenia Gravis• Myositis• Parkinson's• Peripheral vascular disease• Rheumatoid arthritis• Sarcoidosis• Scleroderma• Seizure disorders (Epilepsy)• Sickle cell disease• Spinal muscular atrophy and related syndromes• Stroke <p>Support is also available for:</p> <ul style="list-style-type: none">• Lifestyle coaching• Maternity/prenatal/post partum• Tobacco cessation• Weight management	<p>Members can call the Customer Service number on their ID card.</p>	<p>Disease management supports members who are identified as having one or more of the conditions and/or comorbidities listed by helping them adopt effective self-care habits to better manage their chronic health condition(s). Members may be contacted by phone and/or letter.</p>



Mental health programs	Who should sign up?	How can members access the program?	How does this program work?
Mental health case management and intensive case management programs	All members with a mental health or substance use condition, including those with a newly diagnosed mental health or substance use condition	Members receive a call from their assigned behavioral health case manager. If the case manager is unable to reach the member, a letter will be mailed. Members can also call the Customer Service number on their ID card to request support from a behavioral health case manager.	Behavioral health case managers provide education and support to members with mental health or substance use conditions. Behavioral health case managers can assist members with coordinating care, providing community support resources and aid members in navigating the complex health care delivery system.

Pregnancy care program	Who should sign up?	How can members access the program?	How does this program work?
Pregnancy care program	Members can enroll when trying to become pregnant or at any point in their pregnancy journey	Eligible members receive a call from their assigned case manager. Members can also call the Customer Service number on their ID card.	This program provides members who are trying to get pregnant as well as expectant members with ongoing support, resources and education during their pregnancy journey and into postpartum. Personal contact with an experienced obstetric nurse enables early identification of pregnant members, including high-risk pregnancies, and increases opportunities for intervention.