



Louisiana

PROTECT EVERY DAY

Care Management Programs



Through the strong partnerships Blue Cross and Blue Shield of Louisiana is building with healthcare providers around the state, we have a real opportunity to improve Louisiana's historically poor health outcomes and hold the line on costs.

With our focus on value-based care, Blue Cross clinical staff are having regular talks with providers, particularly primary care doctors, about how to deliver top-quality, cost-effective care for our mutual customers – your patients who are also Blue Cross members.

Our clinical team is ready to help providers identify opportunities to improve both quality and cost.

Blue Cross and Blue Shield of Louisiana has a team of nearly 200 clinical professionals, including doctors, nurses, dietitians, pharmacists and social workers working every day to improve the health and lives of Louisianians.

We offer many long-standing, results-driven programs to support the patient-physician relationship and help our mutual customers – your patients, our members – achieve their health and wellness goals.

Our programs are also designed to provide high-value services that employer groups can purchase to maximize their benefit offerings.

Care Management Programs

Our Care Management Programs include:

- Population Health Case Management
- Population Health Disease Management
- Utilization Review
- Wellness
- Managed Behavioral Health (with New Directions, an independent behavioral health management company)

These comprehensive programs:

- Use a proactive, patient-centered, population health improvement model to focus on the whole person and his/her individual health and wellness needs
- Are designed to improve the quality and outcomes of health services
- Include health coaching to help patients manage chronic and non-chronic conditions
- Complement and support the physician-patient relationship

Health Plan Accreditation

Our Care Management programs are accredited by Utilization Review Accreditation Commission (URAC), an independent, nonprofit organization known for promoting health care quality through its accreditation, education and measurement programs. Blue Cross and Blue Shield of Louisiana has held URAC Health Plan Accreditation for nearly 20 years. Our programs are currently URAC accredited for our healthcare.gov, Federal Employee Program, HMO and PPO membership plans. Staff for all programs and services of Blue Cross and Blue Shield of Louisiana, including Care Management, are responsible for ensuring health care quality and maintaining compliance of our accreditation standards.

Population Health Goals

Blue Cross is focused on helping our customers improve their health outcomes and manage their conditions, while working to hold the line on healthcare costs.

Our programs:

- Maintain or improve patients' physical and psycho-social well-being
- Assist patients in making informed decisions about their health and how they use healthcare services
- Encourage patients to engage with a primary care doctor for most of their health needs, to better coordinate care

About Our Staff

Patients can receive personalized health coaching with Blue Cross nurses, social workers or dietitians.

Our Physicians

- Provide program development and oversight
- Participate in medical reviews and appeals
- Work collaboratively with Louisiana healthcare providers to create innovative programs and improve models toward delivering value-based care

Our Nurses

Reach out to Blue Cross customers to:

- Provide disease-specific decision support tools and information
- Identify health concerns and help reduce barriers to good health outcomes
- Help patients set realistic goals and encourage them to work toward achieving these goals
- Address lifestyle issues like tobacco use, preventive health and wellness, diet, exercise and more
- Conduct utilization reviews to determine the medical necessity and appropriateness of services requested



Our Dietitians

- Give patients personalized diet and nutrition advice to help them manage disease-specific conditions
- Advise patients on proper exercise, meal planning and portion control
- Address Body Mass Index (BMI) and weight loss issues with patients
- Hold worksite “Lunch and Learn” educational sessions with certain large employer groups

Our Social Workers

- Assess patients’ behavioral health concerns and direct them to appropriate care
- Provide social services support resources
- Assist patients in coping with chronic health conditions

Our Pharmacists

- Provide support and education
- Continuously monitor market trends to ensure Blue Cross is providing pharmacy benefit plans that bring high value to our customers

Our Quality Navigators

- Serve as direct liaisons between Blue Cross and primary care practices enrolled in Quality Blue Primary Care
- Work with practices to review patients’ records and identify gaps in care
- Focus on improving outcomes for our customers who have chronic conditions

About Case Management

The Blue Cross Case Management program works to coordinate patients' health plan benefits with their doctors' care during and following an acute illness episode, including helping the patient set long-term goals. This is one way our customers can manage their healthcare benefits and out-of-pocket costs, removing barriers to reaching their best possible health outcomes.

Our highly skilled case managers work with your patients to address gaps in care, promote wellness and healthy lifestyle opportunities or transitions and help guide patients to cost-effective care.

Case Management programs use a systematic approach to assess and advocate for needs across seven dimensions of health:



Value to Healthcare Providers

Blue Cross recognizes that the plan of care doctors establish with their patients is important. Referring your patients to Blue Cross Case Management is one step in helping your patients coordinate their care and stick to the plan of care you recommend.

Our Case Management Programs include:

Transplant Care Management: We work with patients who have had organ/tissue transplants to educate them on risks, promote safety, manage comorbidities and offer support throughout their care experience. This program helps improve transplant outcomes, lower the risk for hospitalizations and readmission, and lower overall costs associated with the transplant.

Oncology Management : With our Oncology Management program, eligible patients who are in active cancer treatment can access support systems through Blue Cross to help them manage treatment side effects and symptoms, assess access to care and coordinate service delivery. We also offer education on Louisiana Physician Orders for Scope of Treatment (LaPOST) and other life care-planning legal documents.

High Utilizers/High Cost: Blue Cross encourages all of its customers to have a primary care doctor who handles most of their health needs when they are sick or injured. We particularly emphasize this for patients who are high utilizers of healthcare to help them get connected with primary care doctors. The overall goal is to help these patients with care coordination and lower their risks of admissions and readmissions.

- **Discharge Outreach** Nurses call patients who have been in the hospital within 48-72 hours of discharge to assess their needs, make sure they are taking any medication as directed, coordinate care and help them lower their risks of complications and/or readmissions.
- **ER Outreach** Nurses work with patients, which includes helping them find primary care doctors who can treat most of their health needs in an office visit. All of this work is designed to help Blue Cross customers access care in the most appropriate settings and get the most value out of their health plan benefits.



Healthy Blue Beginnings: All pregnant women have access to educational information and resources through Text 4 Baby, a program that helps moms-to-be improve pregnancy and birth outcomes.

We work with pregnant patients who are at-risk for premature births to educate them on their conditions and the risks involved, promote safety and enhance management of their maternity care. This helps improve pregnancy/birth outcomes, reduce NICU stays and lower overall costs associated with pre-term births and pregnancy complications.

Smoking Cessation: Nurses work with patients who are trying to quit smoking to help them work through the stages of this change, set and meet goals and change their behavior to stick to quitting. Nurses also connect these patients with primary care doctors, community resources and other support services.

To refer a patient for a Care Management program, you or your patient can call 1-800-317-2299.

Care Coordination: If a patient declines to participate in Blue Cross Care Management programs or if a health coach (Blue Cross nurse) can't reach the patient, health coaches will work with the patient's healthcare provider(s) to ensure an appropriate treatment plan is established so that the patient has guidance for his/her condition.

About Disease Management

Since Blue Cross' mission is to improve the health and lives of Louisianians, Disease Management is an important part of our work.

Our health coaches help patients with chronic health conditions improve their self-management skills. These programs aim to improve the physical and psycho-social well-being of patients through cost-effective, personalized solutions.

Blue Cross Disease Management programs are for patients who have any of the following health conditions:

- Asthma
- Chronic Kidney Disease (also part of Quality Blue Primary Care)
- Chronic Obstructive Pulmonary Disease
- Congestive Heart Failure
- Coronary Artery Disease/Hypertension (also part of Quality Blue Primary Care)
- Diabetes (also part of Quality Blue Primary Care)
- End Stage Renal Disease
- Pre-diabetes/Metabolic Syndrome

Blue Cross is constantly assessing the market and may add Disease Management programs for other conditions as appropriate.

Some of these conditions are also targeted in our Quality Blue program. Visit www.bcbsla.com/QBPC to learn more about how this program strengthens the relationship between patients and their primary care physicians.

To refer a patient for a Disease Management program, you or your patient can call 1-800-317-2299.



Rare Condition Management

Blue Cross offers the My Health, My Way program in partnership with Accordant*, an independent health management company, to engage patients who have any of 17 rare conditions with health coaching, follow-up and education.

My Health, My Way will engage patients who have any of the following 17 rare chronic conditions:

- ALS (Amyotrophic Lateral Sclerosis)
- CIDP (Chronic Inflammatory Demyelinating Polyradiculoneuropathy)
- Crohn's Disease
- Ulcerative Colitis
- CF (Cystic Fibrosis)
- Dermatomyositis
- Gaucher Disease
- Hemophilia
- MS (Multiple Sclerosis)
- MG (Myasthenia Gravis)
- PD (Parkinson's Disease)
- Polymyositis
- RA (Rheumatoid Arthritis)
- Scleroderma
- Epilepsy (Seizures)
- Sickle Cell Disease
- SLE or Lupus (Systemic Lupus Erythematosus)

Accordant rare disease programs are nationally recognized and accredited. They are backed by the latest evidence-based medicine and clinical standards of practice. They have received patient and practitioner-oriented disease management accreditation from NCQA (National Committee for Quality Assurance). Visit www.accordant.com for more information.

*Accordant is an independent health management company that provides rare disease management services for Blue Cross and Blue Shield of Louisiana and its subsidiaries.

First-Dollar Coverage for Prevention Benefits

Your Blue Cross patients may be eligible for prevention benefits related to obesity, cardiovascular disease and diabetes. Preventive services that might be covered by your patients' health plans include health coaching on diet and exercise, BMI screenings and behavioral counseling to address underlying causes of obesity.

Whether your patients are eligible for this benefit depends on their Blue Cross health plans and coverage. Your patients can find out if they are eligible by calling Blue Cross Customer Service at the number on their member ID cards. If you have staff at your clinic who provide these types of services, Blue Cross can provide you with a list of procedure codes covered under these benefits for your eligible patients.

About Utilization Review

The Blue Cross Utilization Review program is designed to ensure the delivery of high-quality, cost-effective healthcare for our mutual customers (our members, your patients).

Through this program, Blue Cross clinical staff conduct prior authorization, concurrent review and retrospective review for inpatient and outpatient services. Staff clinicians determine the medical necessity and appropriateness of the services requested, using established, evidence-based guidelines.

These services protect patients and can help rein in costs by making sure they get the care they need and that it is provided in the appropriate setting by the appropriate healthcare provider.

Staff work together with medical directors, Blue Cross' Fraud Investigations Unit and others to review patients' services against specific medical policy criteria and provider billing against specific professional claim check edit criteria to make sure healthcare services are being used appropriately.

Behavioral Health Services with New Directions

New Directions* is Blue Cross and Blue Shield of Louisiana's behavioral health vendor for most of members, providing utilization management, case management, substance use management, autism resource management and various provider network support services.

New Directions is responsible for providing patients who have behavioral health needs access to the right care from the right experts, at the right time and at the right cost.

Your patients can reach New Directions by calling their hotline, which is listed on the back of the patient's ID card. The hotline is open Monday-Friday 8 a.m. until 5 p.m. (except office holidays).

You can call New Directions' Primary Care Provider Helpline at 1-866-201-2642 Monday-Friday 8 a.m. until 5 p.m. (except holidays) to refer patients for managed behavioral health services.

*New Directions Behavioral Health is an independent company that provides behavioral healthcare services for Blue Cross and Blue Shield of Louisiana and its subsidiaries.







How Can I Refer My Patients for Population Health Care Management Programs?

You can contact Blue Cross and Blue Shield of Louisiana on behalf of a patient. Patients can also refer themselves, or they can refer an immediate family member.

To reach our staff, call **1-800-317-2299** Monday-Friday, 8 a.m. until 5 p.m. (except office holidays).

You can learn more about our available Care Management programs and our clinical staff at www.bcbsla.com/protecteveryday.