

Section 2: Disease Management and Health Education Programs



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The BlueHealthConnection umbrella of care

BCN's umbrella of care

BlueHealthConnection is a suite of Blues programs that help members live healthier and make informed health care choices. Under this umbrella of BCN care — comprising health education, disease management, case management — members receive the information and support they need to promote wellness, manage chronic illness and recover from illness.

Call for more information

Health Education

1-800-637-2972

To request health education materials, self-management tools, assistance with health choices and self-help health guides.

Disease Management

1-800-392-4247

To obtain additional information about BCN's disease management programs or to enroll members in programs:

Disease management program overview

Helping members live healthier with illness

BCN's disease management programs help members who have certain chronic illnesses better understand and manage their condition to live healthier lives. The programs are offered at no charge, and participation is voluntary.

Members are identified for participation in disease management programs through claims data, physician referral or member self referral. Physicians wishing to refer a member to the disease management program can do so by calling 1-800-392-4247.

Benefits

The programs educate members, help physicians care for their patients better and improve productivity of employees by reducing time out for illness. They feature:

- Educational materials and self-management tools mailed to members at their homes
- Coordination of care for members with more complex conditions
- Continuing medical education for physicians

The program also helps physicians by enabling them to track patient-specific services for members

Disease management program overview (continued)

Asthma Management program

The Asthma Management program emphasizes member education and self management. Members ages two and older who have been diagnosed with asthma are eligible.

Educational materials address:

- Asthma self-management techniques and triggers
 - Recognition of early symptoms and how to follow a written asthma management plan.
 - The roles of quick-relief bronchodilator and long-term control anti-inflammatory medications
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Cardio-vascular Heart Disease program

The Cardiovascular Heart Disease program is available to all BCN members 18 years and older who have been diagnosed with ischemic heart disease. Educational materials address risk factors and self-management tools. Through the program, members develop a plan to reduce their risks for disease progression.

All members who experience an acute cardiac event are offered active case management by BCN case management nurses.

Chronic Kidney Disease program

The Chronic Kidney Disease program is for members 18 years and older who have been diagnosed with chronic kidney disease at stages 2 and 3. Goals of the program include:

- Improved member understanding of the disease process
- Teaching members the importance of controlling other contributing chronic conditions such as diabetes
- Helping members follow dietary restrictions
- Member compliance with the prescribed treatment plan
- Monitoring symptoms

Program participants are assured of regular BCN communications with primary care doctors and specialists.

Disease Management Program Overview (continued)

Chronic Obstructive Pulmonary Disease program

The COPD program is for members age 18 years and older who have been diagnosed with COPD, emphysema or chronic bronchitis. The program emphasizes member education, improved provider practices and case management nurse initiatives including:

- Use of a written COPD Action Plan to guide member self-management
 - Symptom recognition
 - The role of advanced directives
 - Verification of diagnosis by pulmonary function testing
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Depression program

The BCN Depression program is available to all members 18 years and older who have been diagnosed with major depression by their primary care physician and who have received a new prescription for an antidepressant medication.

Members receive educational material about depression and the importance of adhering to their prescribed medication regimen. They are also reminded about missed antidepressant medication refills

Disease Management Program Overview (continued)

Diabetes Management Program

The Diabetes Management program helps members manage their diabetes and reduce long-term complications through education and continuous medical follow-up. Members ages 18 years and older with diabetes (type 1 or type 2) are eligible.

Network hospital-based educational programs are available for BCN members who:

- Are newly diagnosed
- Have gestational diabetes
- Require an annual diabetes education and/or meal plan update

These services require a referral from the member's primary care physician. The primary care physician or member schedules the appointment by calling the network hospital-based program.

BCN periodically sends educational materials to BCN members with diabetes covering the following:

- Meal planning
- Staying active
- Using medications
- The importance of regular screening for blood sugar, eye and foot problems
- Cardiovascular risks associated with diabetes
- How to handle the depression that often accompanies chronic illness.

The program also reminds participants about needed services such as annual retinal exams, flu vaccine, monitoring nephropathy and checking hemoglobin A1c and cholesterol levels.

Disease Management Program Overview (continued)

Heart Failure Management Program

The Heart Failure program works with members ages 18 years and older who have been diagnosed with congestive heart failure.

BCN helps members

- Understand the body's physical changes as a result of congestive heart failure and appreciate how staying active can improve overall emotional and physical well-being
- Recognize and manage symptoms
- Learn how to restrict sodium in meal planning

BCN also provides the medications needed to control the disease and offers the Alere[®] home weight monitoring program. This alert system helps identify disease symptoms early and facilitates timely treatment interventions to prevent unnecessary hospitalization or emergency room visits.

Health Education Programs

Health education overview

BCN's Health Education department supports a variety of programs for men and women of all ages. The goal is to help members stay on top of their health, by providing information about weight management and nutrition, stress management, exercise and fitness and other health issues.

Members call 1-800-637-2972, a 24-hour message line, and request health information or leave a question for a return call.

Reminder card program

BCN tracks members eligible for certain health screenings or services and reminds them about the importance of the service. Members are alerted to these services through reminder cards that are mailed to the home and by telephone calls as needed. The preventive health recommendations included in the program are:

- Screening tests for members with diabetes
 - Breast cancer screenings
 - Cervical cancer screenings
 - Childhood immunizations
 - Adolescent immunizations
 - Flu vaccines
 - Annual checkups, including blood pressure, cholesterol and colorectal testing
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Self-help Guides

Members can order self-help guides from the Health Education department. Topics include:

- Children's Guide to Healthy Nutrition
- Eating and Exercising for Better Health
- Feeding your baby from birth to age 2
- Healthy Approaches to Menopause
- High Blood Pressure
- Hope and Help for Depression
- Quitting Smoking for Life
- Stress Management
- Taking Control of Your Cholesterol
- Taking Control of Your Weight

Health Education Programs (continued)

Quit the Nic BCN provides a smoking cessation program for members as part of their benefits.

Members who call to enroll in this program will talk with a registered nurse by phone about developing a plan and setting a quit date. The member receives educational materials and ongoing telephone support to quit smoking.

Members can call 1-800-811-1764 to enroll and to receive more information.

Online Resources

- Online tools** BlueHealthConnection offers a variety of online tools to help members take charge of their health. Members can:
- Take a health assessment to get a complete picture of their health and risks — as well as tips for minimizing risk
 - Research conditions, diseases, prescription drugs and wellness programs
 - Calculate their healthy weight, a calorie burn rate, target heart rate and more
 - Watch videos, listen to podcasts and use other interactive, multimedia tools to learn about various health topics
 - Use Healthcare Advisor™, powered by WebMD® to help you compare drug treatment options, find and compare hospitals and research common service costs
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***Member
Secured
Services***

Some of the resources mentioned above are available at **MiBCN.com/bhc**.

Others are available only through *Member Secured Services*. To access these special features, members must login with a user ID and password. First-time users must register and select the user ID and password that they'll use whenever they return to the secured site.

Member Savings Programs

Healthy Blue Xtras This Blues program provides special offers and savings from companies across Michigan on everything from groceries to fitness gear. Many well-known companies are featured. Details are available online at **MiBCN.com**.

Blue365 This national program from the Blues offers savings and discounts for members on weight management programs, gym memberships, family care and healthy travel getaways. Many well-known companies are featured. Details are available on **MiBCN.com/blue365**.