



Our Point of View: *Medical Care Management*

The Issue

More than 133 million Americans have been diagnosed with at least one chronic condition – placing a huge burden on our nation’s health care system. Yet, many chronic conditions can be effectively managed, resulting in improved health status.

To address the significant personal, medical and financial impact associated with chronic conditions, employers are seeking innovative approaches to help their employees improve their health.

Our Approach and Expectations

With appropriate support, resources, education and incentives, we believe that members can adopt and sustain healthy behaviors that lead to healthier outcomes.

With this member-centric approach, effective medical care management can also help increase employee productivity, drive more appropriate utilization of health care resources and have a positive impact on health care costs.

Blue Care Connection[®] – our integrated portfolio of medical care management programs – is designed to identify, support and engage members at any point on the health care continuum to help them achieve their optimum level of wellness.

A range of programs promote healthy practices, preventive care and early detection, self-management skills and best practices to help members reduce health risks, and prevent or slow disease progression including:

- > **Personalized wellness**, health counseling and lifestyle management resources
- > **Easy-to-navigate, interactive online decision support tools**, such as the *Personal Health Manager* and *Health Risk Assessment (HRA)*
- > **Incentive programs**, such as *Blue PointsSM* and *Wellness Rewards HCAs*, that increase participation rates by motivating and rewarding members for taking healthy actions
- > **Blue Care[®] Advisor coaches**, registered nurses and other health care professionals who work directly with members to educate and motivate them to properly manage their health conditions. They help identify and address gaps in care and opportunities for behavior change, and coordinate care with other health care providers.
- > **Additional member outreach** through chronic condition care management and complex case management
- > **Behind-the-scenes, cutting-edge technology**, such as our *Integrated Predictive Modeling* and proprietary *opportunity score* that identify members most at risk *and* likely to benefit from intervention

As we strive to become the market leader in medical care management with a best-in-class program, we continue to invest in and enhance our programs, and develop innovative approaches. We conduct research, analyze claim data and create pilot projects to test and measure new approaches. By working collaboratively with health care providers and employers, using customer service touchpoints and being sensitive to cultural, age and other differences, we expect to increase member participation; promote evidenced-based care; and ultimately, demonstrate the value of our programs through measured improvement in members’ health status and achieved cost savings.

Facts and Stats

- \$1.5 trillion of the nation’s medical costs can be attributed to chronic disease.¹
- There are projected to be 230 million reported cases of chronic disease in 2023, an increase of 73% from 2003. Without additional intervention, chronic diseases will cost our economy more than \$4.1 trillion by 2023.²
- Healthy practices can help prevent or slow the progression of chronic conditions. For example, by controlling their blood pressure, people with diabetes can reduce the risk of heart disease and stroke by 33% to 50% and the risk of eye, kidney and nerve diseases by about 33%.¹

¹ Centers for Disease Control and Prevention

² The Milken Institute