



Health Management

Better healthcare today and tomorrow



**BlueAdvantage
Administrators of Arkansas**

An Independent Licensee of the Blue Cross and Blue Shield Association

Better health management.

The right intervention at the right time can improve an employee's health while saving your company money. BlueAdvantage's interdisciplinary team of nurses, doctors, pharmacists, social workers and non-clinical specialists are focused on that exact outcome each and every day.



We leverage the latest technology available—harnessing Big Data, sophisticated algorithms and machine learning—to identify candidates for case management, all while remembering there’s no substitute for meaningful, person-centered clinical engagement and advocacy.



Integrated, all-inclusive health management

Navigating a complex healthcare system together



In a marketplace full of standalone solutions, BlueAdvantage integrates predictive analytics, case management, chronic condition management, social work and behavioral health into a single common-sense population health program. This all-inclusive solution sets out to accomplish three primary goals...



**Improve
population health**



**Reduce
unnecessary spending**



**Improve employee's
care experience**

Our health management approach is simple—address each person's physical, emotional and spiritual needs.

**Case management is a critical tool for effective
population health management.**

Identifying employees for intervention



Good health management casts a wide net

At BlueAdvantage, we use our wealth of claims data to identify candidates for case management, but we also look beyond the claim to engage more of your employees.



Claims data.

All medical and pharmacy claims data—including paid, adjudicated and pended claims—runs through software that identifies high-dollar claims, multiple ER admissions, renal or dialysis employees, etc.



Risk stratification.

Employees are stratified from 1 to 10 using the Elixhauser comorbidity index. The score measures employee health and determines who is at higher risk and needs intervention.



Predictive modeling.

Our case management software is built with artificial intelligence and machine learning to flag claims and claims patterns that allow us to predict future costs.



Customer service calls.

Inbound customer service calls give our reps a chance to refer your employees to case management. Reps are trained to know when a call should be transferred.



Speech analytic software.

Active listening software scans the transcripts of customer service calls and aggregates the data into a report on certain health-related words or phrases.



Utilization management (UM).

Our case managers get a report to engage the employee accordingly.

Interdisciplinary team approach

It takes a village



Our in-house case management is a diverse clinical and non-clinical team, ready to engage your employees in whole-person case management. The team consists of...



Nurses. The backbone of our program. Our nurse case managers work closely with members to manage their care and navigate the healthcare system. They also contact providers and facilities on behalf of members.



Medical directors. Provide clinical expertise to nurse case managers and make phone calls to providers to explain benefit design and coverage policy. In 2019, our medical directors increased consults by 32%.



Social workers. Provide intervention when an employee's health is influenced by economic and social conditions. Social determinants provide barriers that are best addressed by social worker intervention.



Pharmacists. The integration of health and pharmacy plays an important role in keeping your employees healthy. Pharmacists are involved in case management so your employees have both medical and pharmacy support.



Clinical researchers. Responsible for supporting medical directors in complex cases.



Non-clinical support. Includes enrollment specialists, project management analysts, technical analysts, performance analysts, support staff and more.

Social determinants of health are increasingly seen as an important part of overall health. Factors that business decision makers believe impact employee health:

- Household income
- Access to food
- Access to education
- Inherited social conditions
- Loneliness / social isolation
- Access to affordable housing

Your employees are all different and their healthcare needs are diverse.

Our interdisciplinary approach to case management gives us the diversity to meet your employees' needs head on to improve their lives.



BlueTouchpoint

Population health built on Big Data, meaningful interactions



BlueTouchpoint is whole-person health management. Here's how it works:



Analytics

Data-driven healthcare decisions are critical. Analytics is the foundation for BlueTouchpoint to identify, impact and improve healthcare for your employees.



Engagement

Personal 1:1 interaction with clinical resources helps us achieve a desired outcome. Your employees have a single point of contact who is advocating for their health.



End-to-end

Good health is complex. We help your employees connect fragmented services and systems into a singular picture of health. We take a holistic view to meet each person's individual medical, behavioral and social needs.



BlueTouchpoint is data-driven and member-focused health management that integrates resources around your employees' health needs.

Chronic condition management

Helping improve health for today and tomorrow



Forty-five percent of all Americans have a chronic disease—and the number is growing.ⁱⁱⁱ Employees with chronic conditions that go unchecked or unmanaged can turn into costly emergency room visits and hospital stays.

BlueAdvantage can help. Our chronic condition management program is staffed by RN specialists who engage your eligible employees and plan participants diagnosed with one of the six conditions (participants must meet certain risk score thresholds for outreach). RN specialists provide tools and resources to help your members achieve their healthy ambitions. With our support, members learn how to avoid potential problems and keep certain health issues from getting worse.

Conditions:

- Diabetes
- Asthma
- Congestive heart failure
- Chronic obstructive pulmonary disease (COPD)
- Coronary artery disease
- Renal

Once enrolled, your employees will work with RN specialists to set health goals and better manage their condition.

Chronic conditions in America^{iv}

6/10

Adults in the U.S. have a chronic disease

4/10

Adults in the U.S. have two or more

Leading Cost Driver

Chronic conditions are the leading cause of death and disability, and the leading driver of the nation's trillions in annual healthcare costs.

Behavioral health



Whole health starts in the mind

In a given year, 1 in 5 Americans will experience a diagnosable mental health issue.^v We believe good health and wellbeing starts in the mind. Ensuring employee mental wellbeing is the top priority of our behavioral health team who can target your employees' behavioral health needs.

Robust utilization management. Our team works to ensure that care is clinically appropriate, grounded in evidence-based practice and cost effective.

Comprehensive case management. Our member-centric approach focuses on population health. We meet your employees where they are and match the level of intervention with their needs.

24/7/365 contact center. Ready to help your employees and their providers with behavioral health needs any time, day or night. Your employees can get assistance searching for a provider, ask benefit questions or get help in a time of crisis.

Network solutions. Offer the potential to improve the delivery system and impact value, quality and cost.

Quality improvement. Focused on achieving positive health outcomes, improving care and increasing employee satisfaction.

Care innovation. Our partner, New Directions, is pioneering new ways to improve access to behavioral healthcare. We've partnered with some of the top innovators in the nation to bring technology-focused care solutions to those we serve.

Specialty programs. Substance-use disorders, autism management, EAP integration—areas we can help you excel. We develop solutions designed specifically for you and your employees to achieve better outcomes.



1 in 5 Americans will experience a diagnosable mental health issue in a given year^{vi}



Six of the top 10 conditions affecting millennials are behavioral health issues^{vii}



200M+ workdays lost to mental health conditions each year; \$16.8B in employee productivity^{viii}

Maternity management

Every delivery is a special delivery

Focusing on prenatal care early improves the long-term health of the baby.

BlueAdvantage has both low- and high-risk maternity management to help your employees and their dependents that are expecting.

Early detection, education and treatment are key to preventing and managing high-risk conditions during pregnancy. We've invested in a team of maternity professionals focused on high-risk pregnancies to support your members who experience a difficult pregnancy. These experts provide education and support to help with a healthy, successful pregnancy.



**“My case manager has been wonderful.
She was there when I needed her, I would tell her what I was thinking and
she would guide me.”**

– Christine, new mom and maternity program member

Wellness with each employee in mind

Helping your employees live healthier



There's something for everyone in our wellness portfolio. Connect your employees to a robust wellness platform and engage them in programs that support their health goals and ambitions.



Online health portal.

The health portal is home base for our wellness program, and can be personalized to include the programs each person wants.



Lifestyle management.

The program identifies and stratifies people for a health coach, who intervenes with meaningful one-on-one sessions.



Nurse24.

24-hour-a-day access to trained RNs who help determine appropriate treatment options and use of medication.



Tobacco cessation.

Help your employees who struggle with nicotine addiction.



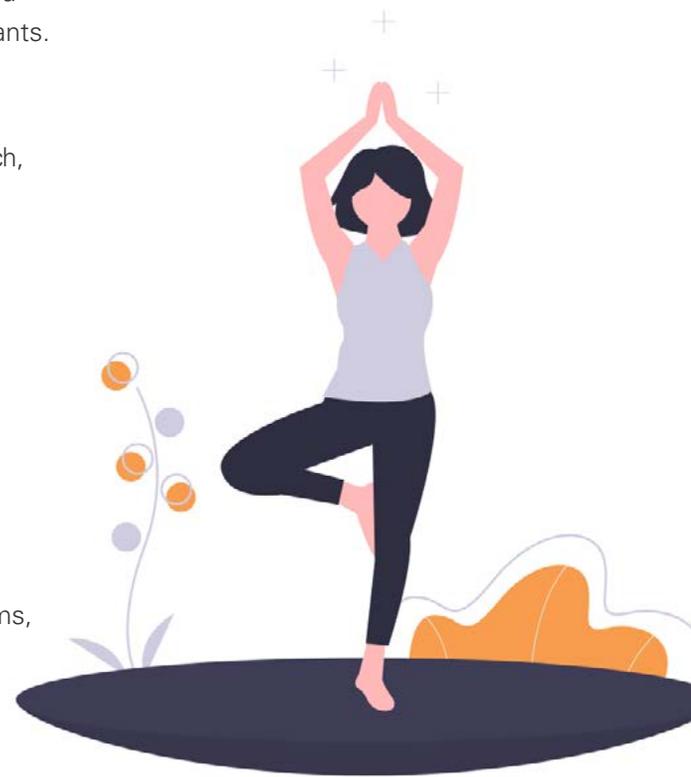
Onsite wellness coordinator.

Boots-on-the-ground help for wellness and incentive programs, biometric screenings, etc.



Biometric screenings.

Customized to include onsite finger sticks, venipuncture screenings or a finger-stick home kit. It also can include cotinine screening for tobacco.





No two companies are the same.

That's why we've created a health plan that can be tailored to meet your company's needs and confront the healthcare challenges facing your employee population.

Additional solutions

Tailor your health plan for the challenges you face

BlueAdvantage offers a myriad of solutions so you can tailor your specific health management package to best serve your population.



Autism management.

Ideal for a health plan that chose the basic behavioral health package and wants to add UM for members with autism.



Residential treatment facilities, intensive outpatient programs and partial hospitalization.

Ideal for a health plan that chose the basic behavioral health package and wants to add UM for admission to specific behavioral health locations.



Gaps in care.

The gaps-in-care program helps identify and close costly care gaps for your plan participants with chronic conditions.



Readmission prevention.

Identify employees recently discharged from acute care with specific conditions and ensure the right steps are taking to avoid readmission.



Emergency room diversion.

Identify employees with three or more emergency room visits and provide proactive outreach and educational materials about appropriate ER use.



Bariatric management.

One-on-one support with a bariatric RN specialist.



Dietitian.

One-on-one support with a dietitian.

Better solutions for your employees.

Each employee is at a different place on the health and wellness spectrum. Our tools and strategy are tailored to meet your employees where they're at when it's convenient.

Virtual health



Life is 24/7. Employee care can be too.

High-quality, low-cost care without ever leaving the house. BlueAdvantage's virtual health benefit gives your employees 24/7 access to board-certified medical and behavioral health doctors from their smartphone or laptop. Pediatricians included.



Convenient.

See a physician after office hours or when you're away from home.
24/7/365 availability of state-licensed, board-certified physicians.



Quick.

Average wait time of less than 10 minutes.



Quality.

24/7/365 availability of state-licensed, board-certified physicians.





Medical

- Acne
- Allergies
- Cold/flu
- Constipation
- Cough
- Diarrhea
- Ear problems
- Fever
- Headache
- Insect bite
- Nausea / vomiting
- Pink eye
- Rash
- Respiratory problems
- Sore throat
- More

Behavioral health

- Addictions
- Bipolar disorders
- Child and adolescent issues
- Depression
- Eating disorders
- LGBTQ issues
- Grief and loss
- Life changes
- Men's issues
- Panic disorders
- Parenting issues
- Postpartum depression
- Relationship and marriage issues
- Stress
- Trauma and PTSD
- Women's issues

Your employees pay the normal copay, coinsurance or deductible online at the time of service.

1/3

1/3 millennials do not have a primary care doctor^{ix}

80%

Millennials would be open to virtual health^x

Virtual diabetes program



Making diabetes better

BlueAdvantage features Onduo, an innovative virtual diabetes program aimed at helping your employees manage their disease and improve their health with a care plan tailored specifically for them. Eligible employees can access tools, coaching, clinical support and manage their type 2 diabetes from a smartphone with our virtual diabetes program.



Better diabetes management. Onduo redefines care by layering hardware, software and services on top of proprietary analytics to successfully manage an employee with type 2 diabetes in one solution.



Patient-centered. Onduo pairs your employee with a care lead who creates a custom treatment plan to support diabetes management in between physician visits.



Services and resources. Care leads connect your employees to the necessary resources and services. CDEs, nutritionists, pharmacists and endocrinologists are available to support a comprehensive suite of service.

Onduo supplements a primary care doctor's prescribed treatment plan and makes sure your employees have the support they need between visits.

Diabetes Data^{xi}

33%

Americans at risk for type 2 diabetes

10%

Adults live with diabetes

25%

Adults live with undiagnosed type 2 diabetes

More than 100 million U.S. adults are living with diabetes or prediabetes, and costs related to the condition continue to rise for employers and their employees. Our virtual diabetes program gives people the tools, resources and support they need to improve their health.



Member tools

Engaging your employees when and where they want



Your employees can manage their health plan with My Blueprint, our online, self-service center that gives them 24/7 access to health plan information. On My Blueprint, your employees can:

- Find a doctor or hospital
- Estimate treatment costs
- View what is covered in the plan
- Check their deductible
- Review status of claims and claims history
- View their personal health record
- Order replacement member ID cards
- Review a recent doctor visit

Members can visit My Blueprint online at blueadvantagearkansas.com or they can download the My Blueprint Mobile app at the Apple or Google Play stores.



Member tools



Find care and costs.

Your employees can find care and check the cost of a procedure quickly. Simply log in to My Blueprint or visit the website and enter a member ID. Then use the Find Care and Costs tool to search for in-network providers, facilities and treatment or service costs.

The Pharmacy Center on My Blueprint allows members to find a pharmacy, find the lowest price for prescriptions, review a drug list, email a pharmacist and more!



Text messaging.

Did you know a text message is three times more effective than direct mail and email? BlueAdvantage offers text messaging as a way of communicating health benefits information to your employees. Send the most important communications the way your employees want them.



Blue365.

Get deals and discounts just for being Blue, including gym memberships, athletic wear, healthy eating, mindfulness and more.

Discover how an integrated, all-inclusive health management solution can effectively manage the health and wellbeing of your employees while looking out for your bottom line.

Today and tomorrow.



BlueAdvantage Administrators of Arkansas

An Independent Licensee of the Blue Cross and Blue Shield Association

- i Insights Xchange Community: Social Determinants of Health, November 2019
- ii Raghupathi W, Raghupathi V. An Empirical Study of Chronic Diseases in the United States: A Visual Analytics Approach. International Journal of Environmental Research and Public Health. 2018; 15:431
- iii Raghupathi W, Raghupathi V. An Empirical Study of Chronic Diseases in the United States: A Visual Analytics Approach. International Journal of Environmental Research and Public Health. 2018; 15:431
- iv Centers for Disease Control and Prevention.
- v <http://workplacemantalhealth.org/Making-The-Business-Case>
- vi Ibid
- vii Blue Cross Blue Shield Health of America National Generation Survey, 2019
- viii <https://hbr.org/2019/10/research-people-want-their-employers-to-talk-about-mental-health>
- ix Working towards a healthier millennial generation. Blue Cross Blue Shield Association. 2020.
- x Working towards a healthier millennial generation. Blue Cross Blue Shield Association. 2020.
- xi Centers for Disease Control and Prevention, Diabetes Quick Facts