

Health management programs

As a healthcare provider, you can rely on Blue Shield of California's health management programs to augment the care you give our members. Our programs use the most advanced tools and support to strengthen the overall care relationship and improve decision-making.

Our health management programs work closely with a dedicated medical director, ensuring that evidence-based guidelines are followed, and consultations are provided.

We use claims data to proactively identify and contact members we believe could benefit from these programs. Our expanded identification process for case management includes a predictive score based on individual health status and utilization, as well as diagnosis-specific triggers.

Physicians can also directly refer members to these programs through any of the options listed below. All programs are voluntary, and members can opt out at any time.

Phone	Case Management: (877) 455-6777 Prenatal Program: (888) 886-4596
Email	bscliaison@optum.com
Fax	(877) 280-0179

Referral forms on Provider Connection

www.blueshieldca.com/provider/guidelines-resources/patient-care/programs.sp

Care Management

Our comprehensive Care Management program works to help members live better with illness, recover from acute conditions, and have a more seamless healthcare experience.

Our team of nurses, behavioral health clinicians, social workers, health coaches, and other specialty clinicians provides personalized coaching, education, and support to help members achieve overall health improvement.

The program includes telephonic coaching, biometric remote home monitoring, online tools, in-person and online workshops, mailed and online educational materials, and home visits based on member need and preference.

Our Care Management team supports members with a wide variety of healthcare needs, including:

- Assistance with navigating the healthcare system
- Behavioral health
- Cancer
- Cardiovascular conditions, e.g., coronary artery disease, heart failure
- Catastrophic injury
- Depression
- Diabetes
- LGBTQ health
- Musculoskeletal conditions
- Opioid use
- Pain management
- Palliative care
- Recent ER or hospital visits
- Respiratory conditions, e.g., asthma, COPD
- Social services
- Stroke
- Transplant process

The Care Management team includes medical, pharmacy, and behavioral health professionals who maintain frequent contact with members, their caregivers, and their providers to:

- Coordinate the wide range of specialized care
- Work to prevent readmissions through safety-risk assessments with a focus on medications
- Prepare members for hospital stays
- Offer personalized support, when and where it's most needed

Musculoskeletal and Pain Management provides personalized support for members with chronic pain, and musculoskeletal disorders. The program includes coordination with the member's medical and behavior health providers, online tools, and educational resources.

Behavioral Health Condition Management provides personalized support for members with chronic medical conditions and co-occurring depression. The team works collaboratively to provide guidance, education, and support to members and caregivers and helps members to locate appropriate resources for their specific behavioral health condition.

Maternity Management provides clinical support and coaching for pregnant members and their spouse/partner through pregnancy, loss/miscarriage, and three months postpartum through the Maven Maternity care management program. Members who enroll in Maven Maternity will have access to:

- A dedicated Care Advocate, who will help the member find care, navigate their health benefits, find the right in-network providers, and more.
- On-demand access to Maven's virtual network of providers, available 24/7/365, spanning over thirty specialties, including OB-GYNs, nurse practitioners, physical therapists, doulas, midwives, lactation consultants, infant sleep coaches, mental health specialists, and career coaches.
- Clinically approved content and virtual classes curated to the member's specific point in their journey. Examples of content include "What you need to know about the glucose screening test during pregnancy" and virtual classes such as "Breastfeeding 101."

We invite you to find out more about these programs online at blueshieldca.com/provider and share this information with your patients who are Blue Shield plan members.