

Health management programs

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

Our health management programs work closely with a dedicated Blue Shield medical director to help ensure that evidence-based guidelines are followed, and appropriate consultations are provided.

We use claims data to proactively identify and contact members we believe may 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	Care Management: (877) 455-6777
Email	CMReferral@blueshieldca.com
Fax	(877) 280-0179
Referral forms	Visit the Health Management Programs section on our Provider Connection website: Guidelines & resources > Patient care resources > Health management programs

Care Management

Our comprehensive Care Management program works to help members cope with the challenges of 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 provide 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.

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

- Coordinating a wide range of specialized care, as needed
- Working to prevent readmissions through safety-risk assessments, with a focus on medications
- Preparing members for hospital stays
- Offering personalized support, when and where it’s most needed

The 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

Musculoskeletal

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

Behavioral Health

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 to work with members to locate appropriate resources for their specific behavioral health condition.

Maternity

Blue Shield offers maternity clinical support and coaching for pregnant members and their spouse/partner through the Maven Maternity care management program. The program helps members manage pregnancy, loss/miscarriage, and three months of postpartum care. 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 daily, including weekends and holidays, and spanning more than 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 milestone or need during their maternity 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 and more and to share them with your patients who are Blue Shield plan members. Visit blueshieldca.com/provider for more information.