

Quality Blue and Population Health: Paired Programs, Better Results

Blue Cross and Blue Shield of Louisiana has integrated its Population Health programs with the Quality Blue Primary Care program to benefit as many of our members as possible.

How Do These Programs Help Members?

With Quality Blue, Blue Cross is working more closely than ever with primary care doctors in our networks to help our mutual customers – their patients, our members – have an easier time getting the care they need.

This collaboration helps us identify more members who could benefit from our Population Health Case and Disease Management programs, and we work together to refer them for health coaching.

Our strong clinical team of nurses, dietitians and social workers provide health coaching to members with long-term health conditions between their doctor visits to help them reach their health and wellness goals. We also employ Blue Cross Quality Navigators to act as liaisons between our health coaches and the doctors' offices enrolled in Quality Blue to share information.

The health coaches use an online platform to get a complete picture of a member's health, including a clinical summary, coverage information, medical history, treatment information, inpatient hospitalizations, staff interactions, past assessments and any behavioral health or socio-economic needs documented.

Knowing this, the Blue Cross health coaches can focus on members based on their care needs and reach out to them or have their doctors reach out, view patterns and trends in their health, evaluate their personal health assessments and work with them to create care plans.

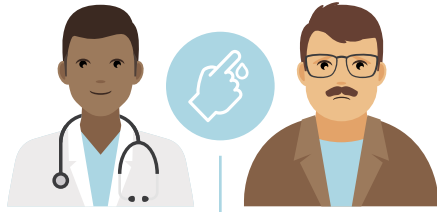
With health coaching, our members can take steps to stay on top of their health conditions and lower their risks in the early stages, before they need more complex – and more expensive – treatments.

EXAMPLE:

John Deaux is a 52-year-old Blue Cross member seeing a primary care doctor enrolled in Quality Blue.

[See back to view John's Quality Blue journey!](#)

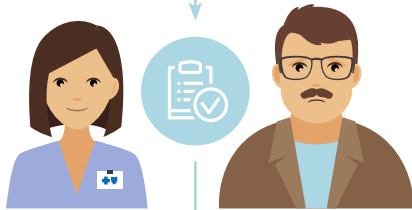




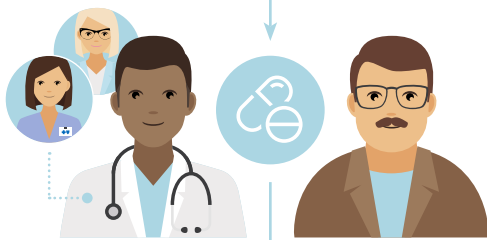
John's Quality Blue doctor diagnoses him with diabetes and works with him during office visits to give him a treatment plan for keeping his blood sugar levels under control. He also advises John that as a Blue Cross member, he can get free health coaching from a Blue Cross nurse.



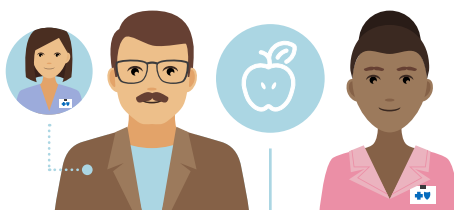
The Blue Cross Quality Navigator for the doctor's clinic speaks with the practice staff, who advise that John is a newly diagnosed diabetic who has been recommended for health coaching. This way, if John doesn't call Blue Cross on his own, the nurses can do proactive outreach at his doctor's recommendation.



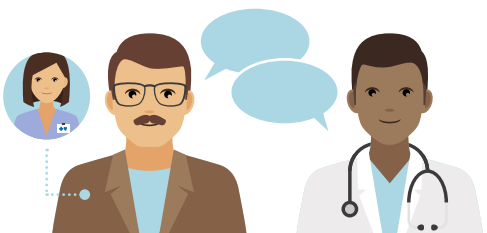
A Blue Cross nurse contacts John and begins making regular calls to him, on a schedule they decide works best for him. She helps John set and meet his health goals, so he stays on track with the treatment plan his doctor gave him. The nurse also shares educational materials about diabetes so John can learn more about his health needs and understand what kinds of self-care he needs.



On one phone call, John tells his Blue Cross nurse that he hasn't been filling a prescription for one of his diabetes medicines because it is too expensive. Blue Cross lets John's doctor know that John isn't taking his medicine. On John's next office visit, his doctor is prepared to talk to him about this and switches John to a more affordable, equally effective generic drug.



During the course of their health coaching, the nurse refers John to speak with a Blue Cross dietitian to get tips on how to eat foods that will help him keep his diabetes under control. John also speaks with a Blue Cross social worker to find support in his community for living with a chronic condition.



As the year goes on, John's Blue Cross nurse notices that he is over age 50, but there is no record of his being screened for colorectal cancer. The nurse advises John to talk to his doctor about why this screening is important for someone his age. Blue Cross makes John's doctor aware so he can talk to John about this screening. At his next office visit, the doctor helps John decide what kind of test is best for him and refers him to have the screening done.