

Helping members when they need it most

Coping with a serious illness or hospital stay can be frustrating for members and their families. They may be overwhelmed with information, unsure about choices and concerned about costs. And you are concerned about their return to health and return to work and productivity.

That's why the Blue Cross and Blue Shield of Georgia Case Management program is part of all of our health plans and offered to members at no additional cost. When members experience a significant hospitalization from illness or injury, or when they are struggling with multiple health issues, our registered nurse case managers work with members to help them get the best care possible. For instance, these nurses might help members:

- Find out more about their health issue and treatment options.
- Talk with their doctors and other health care providers - and encourage them to talk with each other.
- Understand how their health plan works so they can get the most value from their plan.
- Connect with resources in their area like home care services and community health programs.
- Take steps to make healthy lifestyle changes.

In most cases the program will reach out to members directly. Members can also contact the program by calling the customer service number on their ID card. Members who choose to sign up are assigned to a personal case management nurse who will work with them one on one. This program is voluntary, and members can choose to stop at any time.

Seeing the big picture

Case management nurses support the whole person, as they are skilled at assessing and supporting the member with the goal of restored health and productivity. Plus we use other innovative tools and technology that work toward the same purpose, such as:

- Automated phone messages to promote good follow-up care after a hospital stay, allowing members to be connected to a nurse at any time.
- Using video chat to help members establish a more personal interaction with the case managers, leading to improved engagement and communication (available in most markets).

To find out more about case management, along with other ways we work to reduce costs and improve patient outcomes, visit our website at bcbsga.com.



Case Management's high satisfaction scores

Nearly 9 out of 10 members who use this service say they're "very satisfied" and would recommend the program to another member.*



*2010 Member Satisfaction Study

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