



MyHealth Advantage

Big data for the bigger picture

Claims. Prescriptions. Lab results. On their own, they're just snapshots. But together, they give us a full picture of your employees' overall health.

The MyHealth Advantage program

MyHealth Advantage connects this data, along with demographics and medical history, to find possible health risks, gaps in care and ways your employees could save money. If we see things employees can act on to help improve their health or cut costs, they'll get a MyHealth Note.

The MyHealth Note

This is a confidential health summary that includes:

- **Personalized suggestions.** How can the employee better manage his or her health?
- **Money-saving tips.** For example: urgent care vs. the emergency room; brand-name drug vs. generic?
- **Prescription drug updates.** Time for a refill? We'll let them know.
- **Reminders for checkups, tests and exams.** We'll keep nudging them about scheduling preventive care.
- **A list of recent prescription claims.** They can share this with their doctors.

Employees can also call our health coaches toll free for guidance on next steps.



BlueCross BlueShield
of Georgia

How it works

MyHealth Notes are mailed to employees, who can also read our "Suggestions" on their iPhone or Android device by downloading the BCBSGA Anywhere app or visiting bcbsga.com. Members have the option of getting personalized health messages on the go via the Secure Message Center.

Our goal is to prevent employees' health issues from developing or becoming serious. And that means higher productivity and less health care spending for you down the road.

Communication between the doctor and patient

Our member messaging is designed to encourage your employees to talk with their doctors. The information is available via a secure internet portal called MMH+. We also work with the Availity® Health Information Network to electronically deliver this data to doctors, hospitals and other health care providers quickly and at the time of care.



Real results



69%

of participants who got high-blood pressure medication refill reminders were more likely to take their prescription as advised by their doctor or pharmacist.¹



83%

of MyHealth Note recipients plan to follow the recommendations they get.²

¹Based on an internal review of current participants. Members acted within 12 months of getting their first MyHealth Note. For Lumenos® plans, contact your Sales representative.

²MyHealth Advantage Satisfaction Study, Q2 2015.