



Kansas City

Mindful  
By Blue KC

# New and enhanced behavioral health services for Blue KC members.

Blue Cross and Blue Shield of Kansas City (Blue KC) is dedicated to thinking differently about coverage and care, going beyond the traditional definition of insurance to impact the health of our members.

Introducing Mindful by Blue KC, a new **behavioral health** initiative dedicated to reducing stigma around behavioral health in our communities while making care accessible and affordable for our members.

**Mindful by Blue KC** is a commitment to covering the health needs of the whole person. For those we serve, Mindful by Blue KC comes to life as a set of tools and resources to address stress, depression, anxiety, substance use and more. This ensures that our members can access and afford the behavioral healthcare they need.

## GOING BEYOND TRADITIONAL SERVICES

Mindful by Blue KC goes beyond the usual scope of standard EAP programs, with easier access to help, more ways to use it, and more care visits included. Mindful by Blue KC is designed to meet the needs of today's employees while normalizing the use of behavioral health services.



## WHAT IS BEHAVIORAL HEALTH?

Behavioral health refers to the relationship between a person's behavior and their overall well-being. Our behavioral health impacts our ability to function in everyday life and our concept of self. Depression, anxiety, substance use and other behavioral health issues can affect how we manage our physical health and daily living challenges. Addressing behavioral health is increasingly recognized as a vital part of self-care.

# Help Managing Your Biggest Emerging Health Challenge

The research behind Mindful by Blue KC reveals the impact of behavioral health on work relationships and business performance.

**400m**  
workdays

lost to depression  
per year in the U.S.\*

**4x**  
return on  
investment

per dollar spent on behavioral  
health treatment in productivity  
and healthcare savings\*\*

**41%**  
untreated

Americans with a  
mental health issue  
in the past year\*\*\*

**61%**  
workers

say their mental health  
affects productivity\*\*\*\*

**1 in 10**  
full-time  
employees

will struggle with  
addiction this year\*\*\*

\* "Cost of ignoring Mental Health Care in the Workplace," Forbes (2019)

\*\* "Mental Health in the Workplace," WHO (2019)

\*\*\* Mental Health First Aid study (2019)

\*\*\*\* Mind Share Partners' Mental Health at Work (2019)

At Blue KC, we care about what you care about: **your people**. Our new and enhanced Mindful by Blue KC services make behavioral health more affordable and accessible.

Productivity and performance are important, of course. But business leaders today recognize the importance of a caring company culture. Beyond recruiting and retention, it ultimately makes a workplace feel more human and alive. By helping to address behavioral health issues, Blue KC's business partners are part of a quiet revolution in how companies treat their employees.



And Blue KC supports your organization's efforts by easing the Human Resources burden with our first line of response: Mindful Advocates, always available for Blue KC members.





New from Blue KC!

## It all starts with the Mindful Advocate

In a unique role exclusive to Blue KC, our Mindful Advocates are licensed behavioral health clinicians who match members to providers and guide care plans — a single point of contact for:

**Listening**  
**Navigating Care**

**Crisis Management**  
**Benefits Guidance**

**Connecting**  
**Follow-up**

**Mindful Advocates** will be just one call away and **available 24/7.**

**For more information on these services, visit [MindfulBlueKC.com](https://www.mindfulbluekc.com)**

At Blue KC, we know our community and we listen to our partners. We understand the concerns, the costs and the care needs.

Mindful by Blue KC is here to help. We are Here for Good.

### MINDFUL BY BLUE KC SERVICES WILL INCLUDE:



#### **New! Online Therapy**

- Text or scheduled live chat, phone and video therapy, free for three sessions, to help with conditions like depression, anxiety and stress (for short-term therapy only and accessible as part of your Well-Being Resources)



#### **New! Online Self-Guided Tools**

- Resources to manage stress, improve mood and more



#### **New! Employer Group Workshops**

- Educational training sessions for Mental Health First Aid at Work and Building Emotionally Healthy Workplaces



#### **New! Well-Being Resources**

- Including three visits per issue for help with major life events (divorce, adoption, loss), stress, financial issues, childcare and other everyday challenges



#### **Enhanced! Expedited Access Network**

- Team support to find a behavioral health appointment in the earliest window possible for a Blue KC member in crisis



#### **Enhanced! Virtual Care**

- With therapists trained and licensed in Virtual Care therapy techniques



#### **Enhanced! Managed Behavioral Health**

- Helping members identify in-network providers that best fit their needs by type and specialty

Blue KC members will pay for services as outlined in their plan benefits. Normal cost-sharing and out-of-pocket maximum limits will apply.



# Paths to Care

No matter their reasons, we're here for your people.

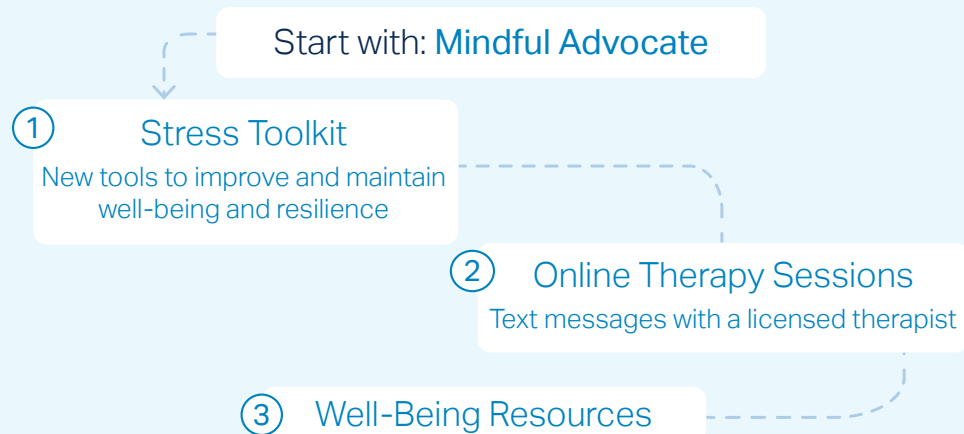


**Brian**  
high achiever

## His Reasons:

- Needs and wants to focus on more work/life balance
- Workplace anxiety
- Has never used professional support services

## Care Path:

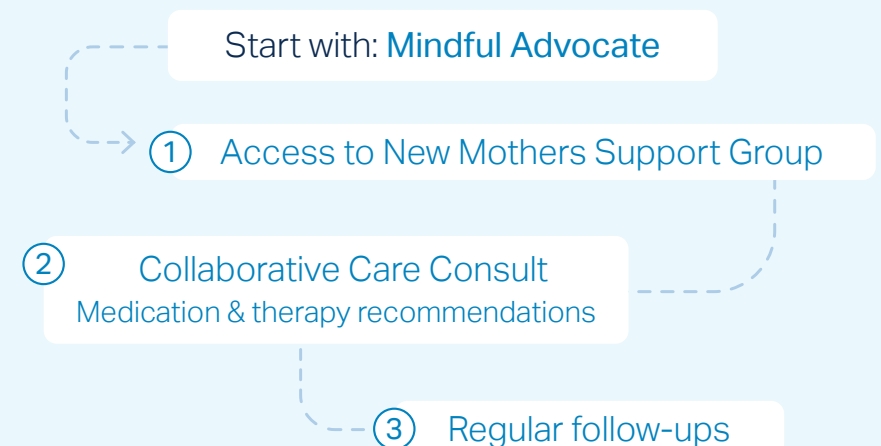


**Julie**  
new parent

## Her Reasons:

- Experiencing postpartum depression symptoms
- Has stress caring for a newborn
- Difficulty breastfeeding, feeling "mom guilt" that she isn't doing enough

## Care Path:





**Tim**  
veteran

#### His Reasons:

- Tim's son expressed concern about excessive drinking, prompting Tim to seek help
- Substance use disorder
- Experiencing PTSD symptoms

#### Care Path:



**Mary**  
mourning  
a loss

#### Her Reasons:

- Adjusting to a big change in her life after losing both parents in one year

#### Care Path:



## FAQ

### **Q: Doesn't Blue KC already offer behavioral health support?**

A: Yes, Blue KC plans do cover behavioral health services today. Additionally, Mindful by Blue KC represents a significant commitment by our organization to address affordability, accessibility and the stigma around behavioral health issues. As part of Mindful by Blue KC, members can call Mindful Advocates who are licensed behavioral health clinicians. This new service is key to ensuring an employee who is hesitant to reach out for behavioral health assistance only has to make one call.

### **Q: Why would employees call the Mindful Advocate, instead of just setting up an appointment with a therapist on their own?**

A: Our Mindful Advocates are licensed clinicians and social workers themselves, so they understand the kinds of treatment that best serve members' needs. They also help members connect with the appropriate resources, services or providers that best match their care needs. They're really the front door of Mindful by Blue KC and an incredible resource for anyone needing support, available 24/7 at 833-302-MIND (6463).

### **Q: How can employees be assured that their behavioral health concerns remain private as they utilize your services?**

A: Behavioral healthcare professionals uphold confidentiality in the same way that medical doctors do. But beyond ensuring safety and privacy around those relationships, Blue KC is working with employers to understand how pervasive behavioral health issues are and how much more effective it is, from both a personal and professional standpoint, to support employees through these kinds of difficulties.

### **Q: Are Blue KC members still eligible to have an Employee Assistance Program?**

A: An Employee Assistance Program is a separate employer-supplied benefit which can be purchased through a vendor like New Directions Behavioral Health. Any employer group can purchase an EAP to offer to employees and their dependents, regardless if employees and/or dependents are enrolled in a Blue KC medical plan.

### **Q: Can behavioral health really be taken care of over the phone or by video chat?**

A: It's surprising how effective some new forms of therapy can be. Many members respond incredibly well to virtual forms of therapy such as text therapy and video chat. These formats might not be for everybody in every instance, but that's why Mindful by Blue KC offers a range of services to meet each member where they are, whether virtual or in-person.

### **Q: Why call it "behavioral health" instead of "mental health"?**

A: We're trying to open up conversations about personal issues. The term "mental health" can carry a negative stigma, even if we believe it shouldn't. It's also important to acknowledge that some behaviors like substance use may be part of a larger set of issues. And it can help those who think of mental health as "all in your head" see how thoughts and emotions connect to our physical health. By addressing all these things together, we improve the well-being of our members, families and communities.

### **Q: Is behavioral health really worth the investment?**

A: Employers support employees with more than just benefits; financial responsibility is also a commitment to caring for their futures. At Blue KC, we believe that investing in behavioral health is the financially responsible thing to do as well as the "right" thing to do. Research clearly shows that offering access to affordable behavioral healthcare drives down the cost of all medical care. And we've already spoken to workplace productivity and savings. It has worked everywhere organizations have done it well. Caring for the whole person benefits everyone.





For more information on these services, visit [MindfulBlueKC.com](https://www.MindfulBlueKC.com)

At Blue KC, we know our community and we listen to our partners. We understand the concerns, the costs and the care needs.

“We all need support. We need people in our corner who care. The most important part of Mindful by Blue KC is giving members that support – and empowering them to use it.”

Erin Stucky,  
President and Chief Executive Officer  
of Blue Cross and Blue Shield of Kansas City


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