

# BluePath

For every unique health journey



Kansas City





### Self-Guided Care



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# Helping Members Chart their Course

Wherever our members find themselves in their health journey, Blue Cross and Blue Shield of Kansas City (Blue KC) will be right there with them every step of the way.

In 2020, that journey included a heightened focus on the need to take care of ourselves and each other throughout our community.

At Blue KC, we're committed to providing a variety of resources, tools and support to help empower individuals to make decisions about improving and managing their health... no matter where they are on their unique journey.



# Navigating the individual health journey.

Making the right health choices doesn't happen by accident. Blue KC developed the BluePath personalized care management and community health programs based on years of member experiences, as well as the experiences of our own clinical staff. We have in-house medical directors and a passionate nursing staff with a range of specialized backgrounds to provide critical one-on-one support for all of our members. Our strong ties to both the community and the region's health systems allow us to better understand and anticipate the health journeys of individuals and families so we can be there right when we're needed.

And because no two people are alike, BluePath is tailored with a personalized approach to care management that is based on each member's unique health status.

BluePath programs are available to all Blue KC members who qualify based on current health status.

## The Heart of BluePath



### Knowing Earlier

It's important to pinpoint health issues early on, when they're easiest to treat.



### Understanding the Options

By acting quickly, members might be able to slow the progression of a condition and improve their health.

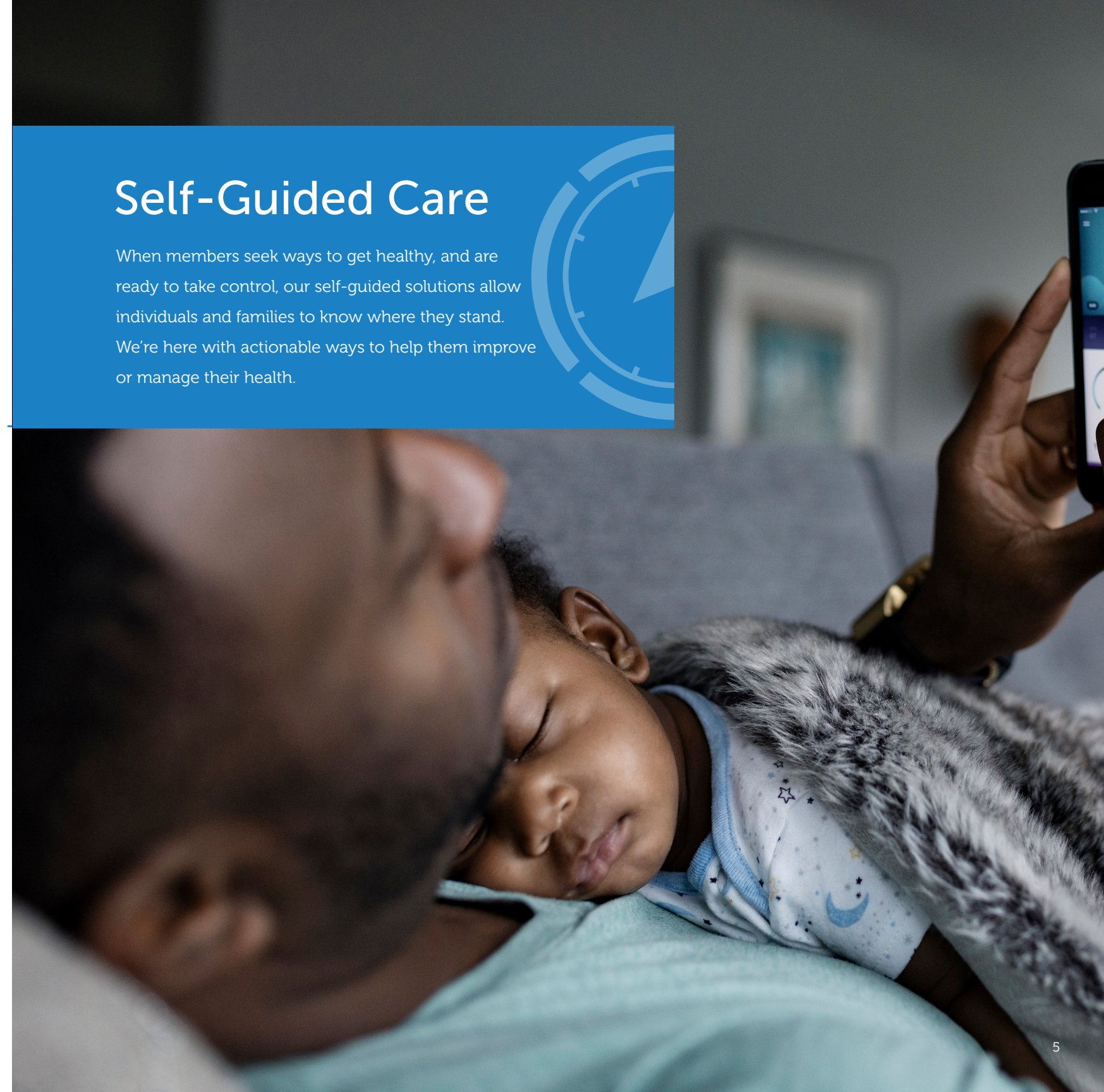


### Getting on the Right Path

We match members with tools and resources to help guide care based on their individual health status.

## Self-Guided Care

When members seek ways to get healthy, and are ready to take control, our self-guided solutions allow individuals and families to know where they stand. We're here with actionable ways to help them improve or manage their health.



# A Healthier You™

## TAP INTO WELLNESS

A Healthier You™ is Blue KC's health engagement program focused on achieving outcomes by improving the health of our members. Our engaging solution offers helpful tools and resources, as well as a personalized empowerment portal and mobile experience. A Healthier You™ is personalized for each member to provide appropriate support and programs for improved health journeys.

Every tap can help lead the way to A Healthier You™

-  **Take a health risk assessment.**
-  **Connect a device to track steps, sleep, nutrition and more.**
-  **Get reminders for preventive exams and chronic conditions.**
-  **Complete health actions to earn points to enter monthly sweepstakes.**



You and your employees can get a closer look at A Healthier You™ by downloading the Blue KC A Healthier You™ app, or visiting the A Healthier You portal on [MyBlueKC.com](https://www.mybluekc.com) — your healthy place for wellness support and helpful digital tools.






# Blue KC Care Management App

## SUPPORT IS JUST ONE TOUCH AWAY

We recently launched the *Blue KC Care Management* app powered by Wellframe to support your employees on their health journey by empowering them to take control of their ongoing health conditions.

With the *Blue KC Care Management* app, your employees can find resources and personalized support from the Blue KC Care Team for many chronic conditions, cancer, maternal health, and more.

Members can manage their unique health needs in between doctor's visits by using the app to:

-  **Chat with a Blue KC nurse**
-  **Access clinically approved articles and videos**
-  **Set appointment and medication reminders**
-  **Track individual progress and milestones**
-  **Get ideas for daily tasks to help them reach their health goals**

The app is available on Google Play and the Apple app stores. Simply search "Blue KC Care Management" and use access code: [kchealth](#)





# Diabetes Prevention

## SUPPORTING MEMBERS IN THEIR QUEST TO REACH A HEALTHY WEIGHT

Blue KC's Diabetes Prevention Program helps members find steps and tools that can help them in their quest to lose weight and might reduce their risk of developing Type 2 diabetes. It's available online or in-person and provides milestones to keep them on track.

### LIFE-CHANGING TOOLS



#### Free for members

Eligible participants can take part in this lifestyle program.



#### Pick the right program for you

Choose from a variety of programs, from personal coaching to group meetings.



#### Use free tools

Once engaged, you can get a wireless scale or an activity tracker.

Members can take our one-minute quiz to see if they qualify: [Solera4me.com/BlueKC](https://Solera4me.com/BlueKC).

## Diabetes by the Numbers

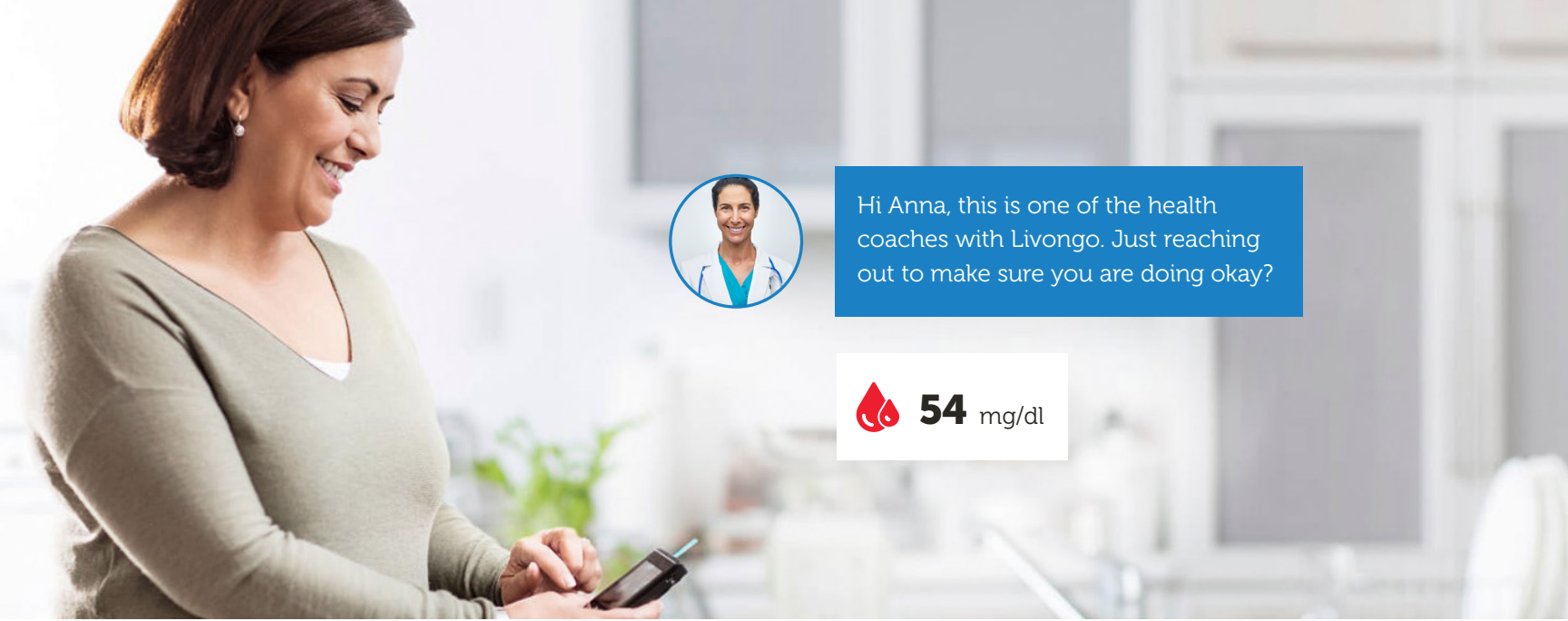
**34M+**  
people in the U.S. have diabetes. \*

**88M+**  
adults have prediabetes\*

**\$327B**  
is the estimated annual cost of diabetes. \*

Healthcare costs are **2.3x** greater for Americans with diabetes. \*

\*Source: diabetes.org/resources/statistics/cost-diabetes



Hi Anna, this is one of the health coaches with Livongo. Just reaching out to make sure you are doing okay?

**54** mg/dl

# Diabetes Self Management

## A UNIQUE EXPERIENCE FOR EVERY MEMBER

Livongo for Diabetes empowers members to personally keep track of their glucose measurements by providing glucose monitors, unlimited health strips and personalized health coaching. This unique program offers real-time support for abnormal glucose values/readings by alerting members with a call and/or text.



Personalized tips with each blood glucose check



Send a health summary report directly from your meter



Optional family alerts keep everyone in the loop



Reorder strips right from your meter



Real-time support when you're out of range



Automatic uploads mean no more paper logbooks

This program is offered at no additional cost to Blue KC members and covered dependents with diabetes through your employer-sponsored health plan. Livongo is an independent company that manages the diabetes management program on behalf of Blue KC.



# Virtual Care App

## AN INTEGRATED APP FOR SICK CARE & BEHAVIORAL HEALTH

The Blue KC Virtual Care app represents a true shift in the delivery of healthcare. Using real-time interactive video technology, we've made it easier and more convenient to access care. With Virtual Care, members and their families can have a brief medical or behavioral health visit with a network provider via multiple devices such as computer, tablet, or mobile device. Anywhere. Any place. Any time.

- ▶ Real-time video visits with an in-network doctor or therapist
- ▶ On-demand medical professional consults available 24/7/365
- ▶ Wide choice of physicians and therapists available for consults
- ▶ An integrated part of your Blue KC benefits and coverage
- ▶ Technology supports web and mobile visits

### MEDICAL SICK CARE

Patients see a doctor online for a range of issues, from minor illnesses and injuries, chronic conditions, and even general health and wellness concerns.

**Often reasons include:**

- Time savings
- Alternative to ER
- Doctors' office is closed
- Connect with a doctor when away from home

### BEHAVIORAL HEALTH

The Blue KC Virtual Care app offers reliable, convenient, and appropriate therapy visits with trained and certified professionals. Patients see therapists online for a variety of reasons.

**These include:**

- Privacy of appointments - when you want them
- Experiencing depression or anxiety due to grief, divorce, parenthood, or other major life changes

Members can meet with a **Blue KC Virtual Care** provider by downloading the **Blue KC Virtual Care** app from their app store or by visiting: [BlueKCVirtualCare.com](http://BlueKCVirtualCare.com).

# Behavioral Health Support

## WE BELIEVE WHOLE HEALTH BEGINS IN THE MIND

Behavioral health issues, including mental health and substance abuse, are among the most common health issues in the nation – and among the most misunderstood. In a given year, one in five Americans will experience a mental issue.\* Yet many people ignore their mental health and never reach out for help, and conditions like depression and anxiety go untreated.

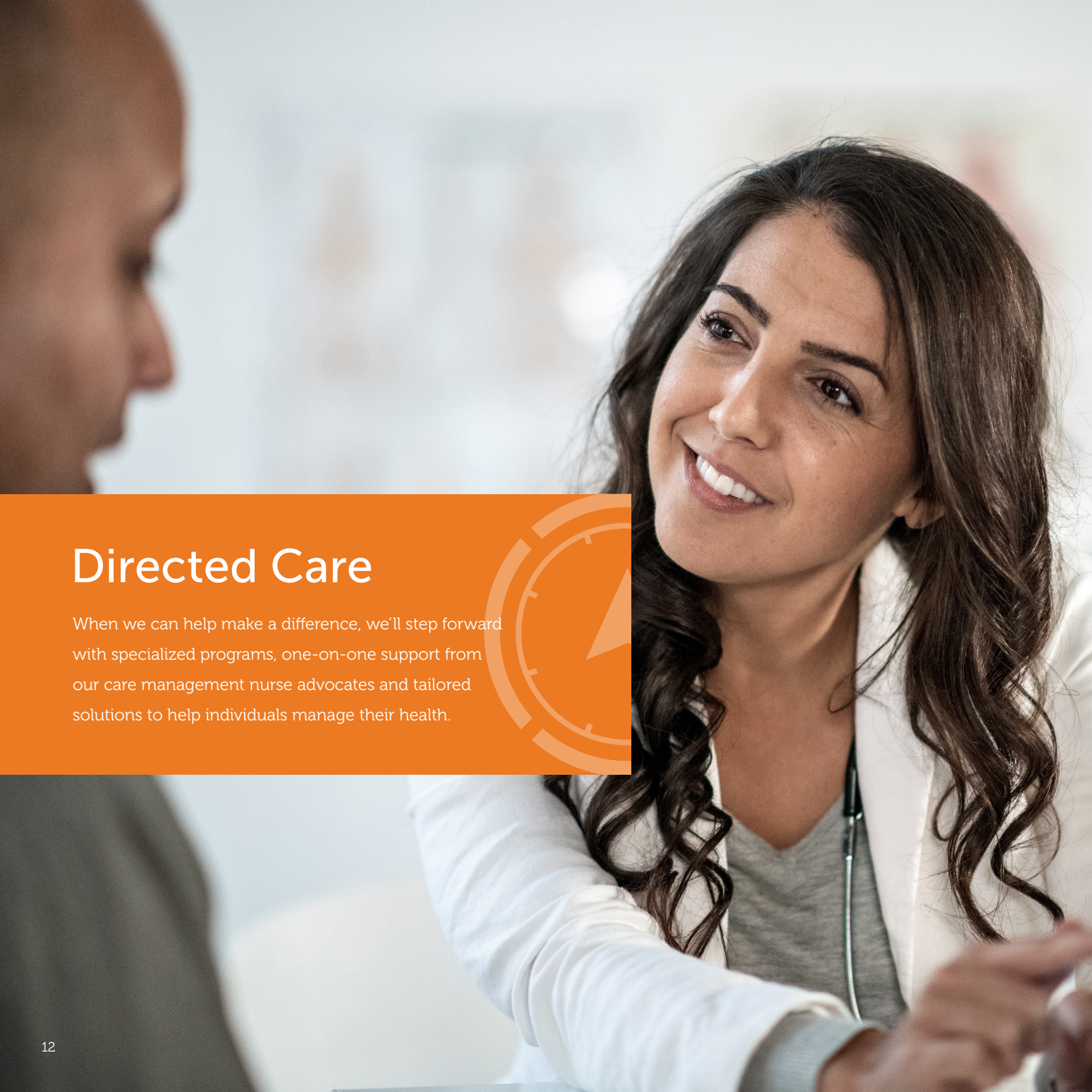
Blue KC is dedicated to thinking differently about coverage and care, enhancing the services provided by your health plan to impact the health and well-being of your employees. That's why we created Mindful by Blue KC, a behavioral health initiative dedicated to addressing access and reducing stigma to support the behavioral health needs of our members. Our members have access to a variety of services and tools to address depression, anxiety, substance use, and everyday challenges.

By calling one number and speaking to a Mindful Advocate, who's available 24/7, members can get in-the-moment support and care navigation, help locating and referring to in-network providers, or help connecting to expedited treatment options in crisis situations.

\*Centers for Disease Control and Prevention

To connect with a Mindful Advocate call **833-302-MIND (6463)** or learn more at [MindfulBlueKC.com](http://MindfulBlueKC.com).





## Directed Care

When we can help make a difference, we'll step forward with specialized programs, one-on-one support from our care management nurse advocates and tailored solutions to help individuals manage their health.



**6 in 10**

U.S. adults have a chronic disease \*

**4 in 10**

U.S. adults have two or more chronic conditions \*

**IMPORTANT:** If you've been diagnosed with one of these chronic conditions and would like to sign up for immediate support, contact our team of chronic condition clinical professionals.

**Call:** 816-395-2076

**Toll Free:** 1-866-859-3813

# Chronic Condition Management Program

YOU'RE NOT ALONE IN YOUR HEALTH JOURNEY. WE ARE HERE EVERY STEP OF THE WAY.

With a growing incidence of chronic disease in the U.S., it's essential for Blue KC to teach our members how to self-manage their chronic conditions, avoid potential problems and keep certain health issues from getting worse.

Our dedicated, in-house registered nurses provide specialized support based on your condition, as well as helping you stay on track with care reminders. Our in-house social workers help members with chronic conditions address social determinants of health, involving access to food, transportation, and more, which can pose additional challenges.

### CONDITIONS SUPPORTED BY THE BLUE KC CHRONIC CONDITION MANAGEMENT PROGRAM:

- Asthma
- Chronic Obstructive Pulmonary Disease (COPD)
- Behavioral Health (Depression, Stress, Anxiety)\*\*
- Diabetes
- Heart Disease
- Heart Failure
- High Blood Pressure
- Pediatric Asthma
- Pediatric Diabetes

\*Source: [cdc.gov/chronicdisease/resources/infographicchronic-diseases.html](https://www.cdc.gov/chronicdisease/resources/infographicchronic-diseases.html)  
\*\*Collaborative Case Management in partnership with Mindful by Blue KC

# Precision Medicine

## ONE SIZE DOES NOT FIT ALL

Precision medicine is a breakthrough treatment approach that individualizes care. It has revolutionized the treatment of several diseases, particularly cancer, through targeted therapies.

Today, advancement in genetic testing can help determine the most effective treatment options with limited adverse effects.

At Blue KC, we understand that science offers incredible potential for improving human health. Our goal is to advance policies that recognize and incorporate appropriate testing based on evidenced-based science.



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# Oncology (Cancer) Program

## A TEAM IN EVERY FIGHTER'S CORNER

No one should battle cancer alone. That's why Blue KC is taking an empathetic approach to help patients and their families fight cancer.

A highly experienced and specialized Blue KC oncology team, led by an oncology doctor, will partner with members and local providers to help them navigate their journey.

What's more, we assign a certified nurse case manager to every cancer fighter. We want to ensure that every Blue KC member gets emotional support, answers to their questions and even logistical support.

## ONCOLOGY SUPPORT FROM BLUE KC:

- Explain diagnosis
- Discuss treatment options
- Manage symptoms
- Recommend or review treatment plans with provider that reflect best practices for the specific cancer

"Thank you for helping us get the consult for palliative care to help my husband with his cancer. He has been so much more comfortable since you got us what we needed. Your caring and compassion are beyond appreciated"

**JENNY L.**  
BLUE KC MEMBER







# Opioid Program

## A WATCHFUL EYE AGAINST A GROWING DANGER

Every day, an average of 128 Americans die from an opioid overdose.\* This form of addiction doesn't discriminate, and Blue KC is committed to reversing this overwhelming issue.

First, we're focused on prevention. We're working with providers to ensure opioid prescriptions are absolutely necessary, and we're making sure providers are sticking to the guidelines set forth by the Centers for Disease Control and Prevention (CDC).

Second, we're increasing access to Medication Assisted Treatment (MAT) for our members with opioid use disorder. MAT is the use of FDA-approved medications used in combination with counseling and behavioral therapies. This whole-patient approach is proven to significantly improve the odds of a successful recovery for people with opioid addiction issues.

Third, we're investing in harm reduction to lower the number of overdoses and other risks of opioid use. We are deploying tactics that promote the use of Narcan in the event of an overdose.

\*[drugabuse.gov/opioids](http://drugabuse.gov/opioids)

# Complex Medical Case Management

## ANSWERS AND SUPPORT IN LIFE'S TOUGHEST MOMENTS

Blue KC provides care and concern when it seems like there are too many barriers to getting the right care. We're here for those who have experienced significant injuries or illness, complex chronic conditions or comorbidities.

We understand that they have serious medical needs that may require frequent visits to the hospital and emergency room. They may be limited in their ability to perform basic daily functions. Our in-house registered nurses are specially trained to evaluate a member's functional health status and provide guidance and support to help navigate what can often feel like a complex healthcare system.

A 46-year-old Blue KC member became addicted to pain medications after being hospitalized.

With the invaluable support and continued touch points from her Blue KC care management nurse, she weaned herself off of her pain medications on her own.

With pain medication readily available to her at her pharmacy, she trusted her Blue KC nurse and followed her advice and countless words of encouragement to not refill.

She is now back to work in a capacity that works for her and her health journey.





**5.3M**  
people live with a  
disability  
caused by a TBI\*

\*Source: Centers for Disease Control and Prevention

## Traumatic Brain Injury

### TOGETHER ON THE ROAD BACK

A traumatic brain injury (TBI) is a blow to the head or a penetrating brain injury that disrupts the normal function of the brain. About 1.7 million cases of TBI occur in the U.S. every year. Whether due to a car crash or a sports injury, a head trauma can be devastating and dramatically impact one's quality of life.

When a brain injury requires complex case management, Blue KC answers the call. We have a specialized in-house team to offer support and guidance through the recovery journey. This team is available to help members with their Durable Medical Equipment needs, plus help navigating the rehabilitation or skilled-living experience.

## Maternity Support

### HELPING FAMILIES RIGHT AT THE START

This program offers resources for moms-to-be throughout the course of their pregnancy by helping women take preventive measures and steps needed to increase the likelihood of a full-term, healthy birth for mother and child.

Having said this, we know high-risk pregnancies occur and can be complex. They often include risks of complications for mother and/or baby, and these types of pregnancies should receive care from a special team of health providers. That's why Blue KC has invested in an expert obstetric team that focuses on high-risk pregnancies to support women and their providers. Our team includes OB/GYNs, NICU nurses, pediatric nurses and OB nurses. These specialized maternity experts provide education and resources to support members throughout their pregnancy.



"Early on in my pregnancy I developed preeclampsia due to kidney disease, which I never even knew I had. We got through the pregnancy with diet changes, medication and lots of doctor visits. Our baby girl was born prematurely, but today she's a healthy handful."

**GRACE B.**  
BLUE KC MEMBER



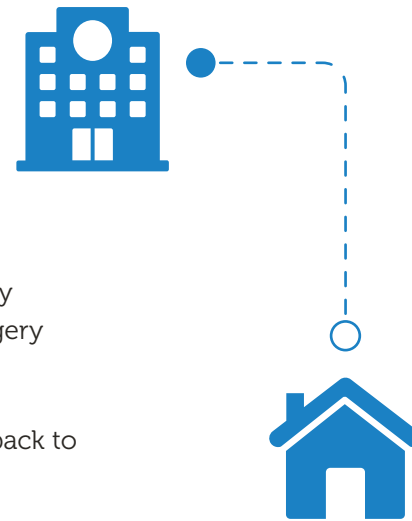
# Transplant Services

## A MAJOR SURGERY REQUIRES SPECIALIZED TEAM SUPPORT

When a medical condition causes a vital organ to fail, transplantation may be the only treatment option. In a specialized surgical operation, a functioning organ is given to someone whose organ has stopped working or is close to failing.

Whether a person is undergoing evaluation for a transplant or has been approved for one, we understand what a stressful time it is. Blue KC's dedicated in-house team will provide support and guidance every step of a patient's transplant journey. This transplant expert will make sure members are well-informed and well-prepared for this life-changing process.

# Transitions of Care Program



## NAVIGATING A COMPLEX HEALTHCARE SYSTEM

Poorly coordinated care transitions from the hospital to other settings are extremely costly. They also often result in poor health outcomes – causing injuries due to medication errors, post-surgery complications and poor discharge planning.\*

Blue KC is committed to helping members transition through multiple healthcare settings and back to their homes with the goals of preventing avoidable readmissions and emergency room visits.

Our program teaches members how to manage their medications and use their medical equipment. It also helps with therapy visits, follow-up appointments and new diagnoses.

\*Source: Center for Health and Research Transformation

"You have given me a whole new respect not only for Blue KC, but also for human kindness. We are humbled and ever so grateful. I hope you realize that getting these bills paid is just a part of the blessing we feel. What's truly incredible is knowing that the passion you have to 'really' help those you serve, is amazing and priceless! Again, thank you, thank you, thank you for all of your help."

**PAUL S.**  
**TRANSPLANT RECIPIENT**  
**BLUE KC MEMBER**





# Emergency Room Utilization Program

RIGHT CARE, RIGHT PLACE, RIGHT TIME

Clinically trained Blue KC staff members are reaching out to members who've visited the Emergency Room (ER) two or more times in the past two months.

We're also connecting with members who've visited the ER for non-emergent causes such as urinary tract infections, pink eye, etc.

It's all in an effort to educate them on the importance of getting the right care, at the right place, at the right time, and helping them understand that it's not only good for their health, but it can also save them time and money.

And our support doesn't end there. Our team is also working to identify social determinants of health issues that could be impacting these ER visits, and we're helping find ways to address these obstacles.

# Advanced Illness Program



DON'T FACE TOUGH CHOICES ALONE

Blue KC's Advanced Illness Management program can help our members and their families manage their condition, clarify end-of-life goals and work through sensitive issues with the support and guidance of highly trained professionals.



**Through this program, we strive to help individuals define goals for care, and seek ways to help them avoid complications and unnecessary care.**

Even in the most complex circumstances, we're here to invest in members' care, treat them with dignity and grace, and help them make the right care decisions for themselves and their family.



Coming Soon To  
Directed Care

## New Programs On The Horizon

THE FOLLOWING SERVICES WILL BE AVAILABLE FOR MEMBERS SOON:



### Renal Health and Chronic Kidney Disease

We will provide support for members who've been diagnosed with early stages of chronic kidney disease to help slow the progress of the disease and help them take control of kidney health. We'll also offer tools and resources to cope with diabetes, high blood pressure and other kidney disease-related conditions.



### Palliative Care Program

Blue KC wants to help manage the side effects of treatment, which may include nausea or pain resulting in a visit to the emergency room. This program will allow members to continue treatment but be able to have help from a care team of registered nurses to help manage treatment side effects and keep them comfortable at home.



## Caring For The Community

Our Community Health team is developing ways to promote healthy living, helping prevent chronic diseases and bringing the greatest health benefits to the most people in need. We're working to shrink health gaps based on race and ethnicity, location, social status, income and other factors that can affect health.

It's part of our evolution from traditional to value-based care, driving toward improved health outcomes and lower plan costs.

# Community Health Initiatives

DOING THE MOST GOOD

We're currently focused on the following:



### COVID-19 Pilot Program

We're offering screenings to help us identify what kind of support members are needing during the pandemic. Could they benefit from behavioral health support? Or maybe they need help paying their bills? Or is it something else? Asking the right questions and understanding their challenges helps us provide personalized solutions. We've also been providing care packages for those in quarantine to ensure they have what they need when they are at home. And with the vaccine rollout underway, we've pivoted to help address factors - including transportation, literacy, etc. - that could prevent those who want a vaccine from getting one.



### Addressing Social Determinants of Health

In order to have a broader impact, we've created a program where community health workers proactively reach out to members to determine their needs. They then help them get the support they need and stay in touch to check on their progress, while also communicating with their providers. The goal is to provide a personalized and integrated approach when offering support. We've identified multiple areas where we are confident can make an impact:

- Reaching out early to ensure that diabetics and those prone to diabetes have access to healthy food
- Contacting parents and guardians of those with asthma to help identify ways to get the condition under control early
- Providing information to drive awareness of the importance of preventive colorectal screenings



### Health Equity Program

This is about developing a process to gather data to help us address health disparities and provide meaningful, dignified support based on the unique needs within specific communities.



### Infant and Maternal Mortality Program

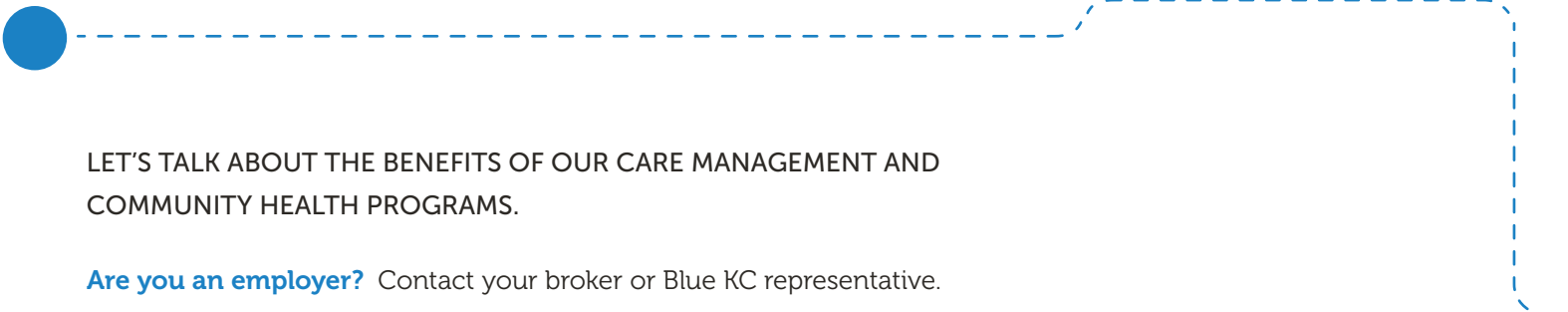
We're leveraging data and reaching out to members to offer prenatal, maternity and postnatal support with the goal of promoting more full-term healthy births.

These are just a few of the community health initiatives that are underway in an effort to help us make an impact and do the greatest good.

# BluePath



No matter where our members are in their health journey, **BluePath** is here to support them.

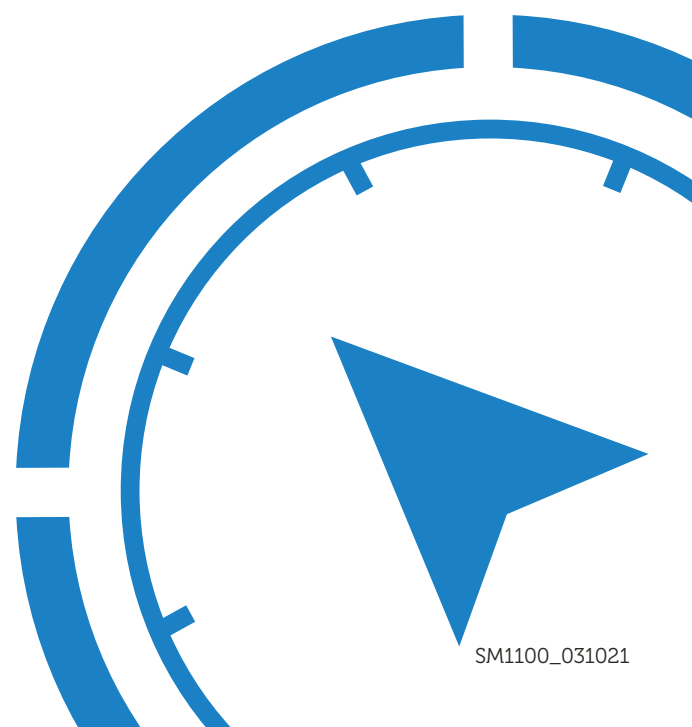
A decorative graphic consisting of a solid blue circle on the left, followed by a horizontal dashed blue line that extends across the page and then turns 90 degrees downward on the right side.

LET'S TALK ABOUT THE BENEFITS OF OUR CARE MANAGEMENT AND COMMUNITY HEALTH PROGRAMS.

**Are you an employer?** Contact your broker or Blue KC representative.

**Are you a member?** Contact Blue KC Customer Service at the number listed on your member ID card.

Blue Cross and Blue Shield of Kansas City is an independent licensee of the Blue Cross Blue Shield Association

A large, stylized blue graphic in the bottom right corner, resembling a compass rose or a circular arrow with a triangular arrowhead pointing right.

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